



THOMAS PROFILE COMPETENCIES

Strategic Thinking
Planning and Organisation
Analytical Thinking

TECHNICAL SKILLS & CERTIFICATIONS

Tableau – Intermediate
Advanced Google Analytics from Google
Content Marketing from HubSpot

INTERESTS & HOBBIES

Film Making
Writing
Travelling

REACH ME AT

MOBILE NUMBER

+91 7738454891

Email Id

amit.singh2224@jagsom.edu.in

LinkedIn Profile

www.linkedin.com/in/amit-singh07

Domicile

Mumbai, Maharashtra

LANGUAGE

English & Hindi

(Reading, writing, speaking, and listening)

Amit Vikram Singh

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Seeking a dynamic role in the field of Digital marketing where I can leverage my skills in analytical thinking, strategic planning and effective execution to develop and execute impactful strategies to drive growth and profitability of the company.

INDUSTRY PROJECT(S)

Organization: JIO MAMI MUMBAI FILM FESTIVAL

Designation & Duration: Brand & Marketing Intern (4 months)

Summary: Part of core team for managing all partner and sponsor relationships and ensuring that MAMI adds value to each partner in terms of marketing deliverables, logo presence, brand coverage and reach.

Organization: Memories to Milestones

Designation & Duration: Logistic Management Intern (2 months)

Summary: Responsible for planning and managing logistics (venue & guest) for Ambani - Mariwala wedding.

Organization: ZAK TRADE AND FAIRS PVT. LTD

Designation & Duration: Production Intern (4 months)

Summary: Worked for planning and execution of an international exhibition which had a budget of \$3.2 million and also converted 4 companies for participating in exhibitions.

ACADEMIC PROJECT

Organization: JBL **Subject:** Request for Problem (RFP) **Problem Statement:** JBL is struggling to position itself in the headphones/earphones segment. The brand value of its speakers is not rubbing off on the audio wearables.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor | Jagdish Sheth School of Management, Bengaluru | Class of 2024 | CGPA of 6.4
Bachelor of Management Studies in Event Management & Public Relation | University of Mumbai, Mumbai | 2021 | Percentage: 61%

PAST EDUCATION

Higher Secondary with Science | Nalanda Academy, Kota | 2016 | Percentage:

65 %

Secondary School | Stella Maris Convent School | 2014 | CGPA of 8

ACCOMPLISHMENTS & ACTIVITIES

- **Secured 3rd rank** in International Physics Olympiad in India. (2013)
- **Volunteered for United Way of Mumbai** for cleaning and awareness drives to reduce Marine Pollution.
- **Volunteered** for Kanyathon, a charity event to save girl child where I organized a new sub-event that had 1500 participants which resulted in 9% of the overall revenue of main event.