



# AMIT KUMAR SHARMA

+91 7979823646

amit3\_gims@gniot.net.in

<https://www.linkedin.com/in/amit-kumar-sharma-270713282>



## Career Objective

Seeking a marketing role leveraging analytics to drive strategic insights and business growth.

## Educational Qualification

Course	Year of Passing	Institute/ College	Board/ University	Grade/ Percentage
PGDM (Marketing/BA)	2025	GNIOT Institute of Management Studies (GIMS), Greater Noida	AICTE	69 (till 3 <sup>rd</sup> term)
B.Com(Hons.)	2017	G.J College Rambagh Bihta, Patna Bihar	Magadh University	60
Intermediate	2014	Kendriya Vidyalaya AFS Bihta	CBSE	66

## Internship Experience

**LAVA International Limited || Marketing & BA || 1<sup>st</sup> May, 2024 to 5<sup>th</sup> July, 2024 ( 9 weeks )**

- Market research on secondary data (Smart phone)
- Pricing analysis (Smart phone)
- Competitors analysis with secondary data. (Smart phone)
- Prepare user manual of DMS company software
- New market entries in international market of mobile handset (Smart phone)

### ➤ Learnings from Internship

- International market of smartphone industry
- Consumer behaviour
- Pricing of competitors
- Basic rule under FTP (Foreign Trade Policy)
- Company's SAP (Systems applications and products in data processing)

## Work Experience

**Shivam School || Administrator || 15<sup>th</sup> April, 2018 to 31<sup>st</sup> May, 2021 ( 3 years )**

### ➤ Administrative Duties:

- Overseeing daily operations
- Personnel management (Duty assigning to staffs)
- Financial management (Managing school funds)
- Record-keeping (Manually)
- Facilities management (Maintenance and safety)

### ➤ Leadership and Management:

- Setting school goals and vision
- Curriculum development
- Staff development
- Community relations
- Crisis management

### ➤ Student Support:

- Student discipline
- Student counselling
- Student achievement
- Student safety

## Competencies

### Technical

- MS excel (Advance)
- MS word
- MS PowerPoint
- Python (Basic)
- MY SQL (Basic)
- Power BI
- Google sheet

### Behavioural

- Team work
- Leadership
- Time management
- Adaptive

## Co-curricular/ Extracurricular Activities

- Coordinated event as a member of **Spardha** – The sports club at GIMS
- Participated in "**MARKFEST**" organized by IMS, Ghaziabad U.P
- Participated in **Simulation based case study** analysis competition at GIMS
- Participated in **Bidders delight** event organized by **Arthvitt**- The finance club of GIMS
- Participated in **Infinito 2.0** event organized by **Spardha**- The sports club of GIMS
- Participated in **IT Quiz** event organized by **I-Analytika**- The ITBA club of GIMS
- Participated in **AD Mania** event organized by **Hashtag**- The marketing club of GIMS
- Coordinated event "**Srijan**" management fest at GIMS Greater Noida
- Coordinated & Participated in poster presentation in **2<sup>nd</sup> International Conference** at GIMS
- Participated in **food fiesta** at GIMS

## Certifications

Name of the Certificate	Duration	Organisation
Digital Marketing	1 Week	GIMS in association with MSME, Govt. of India
(ADCA) Advance Diploma in Computer Application	12 months	RGVI
Market Research	1 Month	Great Learning
Design Thinking	1 Week	GIMS in association with Grant Thornton
Product Management and Design	1 Week	GIMS in association with Grant Thornton
Integrated Marketing Communication	12 Weeks	Indian Institute Roorkee

## Achievements

- Represented **U-19 football national games** at Chandigarh, Chandigarh Region
- Secured 1<sup>st</sup> position in **MADVERTISE Gravity 2k23** Intercollege competition at Jaipuriya Institute of Management Noida
- Secured 2<sup>nd</sup> position in football **Infinito 2.0** organized by spardha club at GIMS
- Secured 2<sup>nd</sup> position in **Poesis** organized by saksham club at GIMS
- Selected as a **Spardha Club** coordinator at GIMS
- Awarded Best performance in Co-curricular activities at GIMS in Foundation Day of GNIOT

## Personal Details

Date of Birth: 9<sup>th</sup> June, 1995  
Postal Address: Vill-Srirampur surya mandir road, PO+PS- Bihta, Dist – Patna, St-Bihar, 801103, India  
Language Known: English & Hindi  
Hobbies: Playing Football & Teaching



**Signature**