

# ABHISHEK

ACADEMIC QUALIFICATIONS			
Year	Qualification	Institute	% / CGPA
2020-23	BA (Honors) Economics	College of Vocational Studies, University of Delhi	7.55
2019-20	Class XII (CBSE)	Delhi Public School, Lucknow	91%
2017-18	Class X (CBSE)	Delhi Public School, Lucknow	95.8%
INTERNSHIP			
Malecon Technologies		Strategy Intern (Marketing)	August' 23 – October' 23
<ul style="list-style-type: none"><li>•Conducted in-depth analysis of potential marketing campaigns, pinpointing key outlets that enhanced visibility for 10+ projects, contributing to a 20% increase in engagement.</li><li>•Streamlined communication processes by cataloguing and optimizing a client database, improving response time by 30%.</li><li>•Collaborated with the CEO to design and implement long-term marketing campaigns, increasing brand recognition by 15%.</li><li>•Led the execution of content-driven strategies, including the creation of blogs and dashboards, boosting online traffic by 25%.</li></ul>			
Sadabahar Greens Pvt. Ltd.		SEO Content Writing- Intern	September' 22 – November' 22
<ul style="list-style-type: none"><li>•Authored over 260 SEO-optimized blogs, achieving an average daily output of 3+ blogs, which increased web traffic by 40%.</li><li>•Identified high-impact SEO keywords and links, enhancing search engine ranking and driving a 25% increase in organic reach.</li><li>•Redesigned content and developed new content strategies, resulting in a 30% improvement in user engagement metrics.</li></ul>			
Phi Corporate Solutions Pvt. Ltd		Research and Marketing Intern	September' 21 – November' 21
<ul style="list-style-type: none"><li>•Led social media strategy and research efforts, achieving a 50% increase in follower engagement and user retention.</li><li>•Contributed to the founding team of Seagull, offering strategic insights that supported company growth and market expansion.</li><li>•Executed targeted social media campaigns, resulting in a 100% increase in subscriptions and boost in online presence.</li><li>•Developed comprehensive client dossiers and persuasive pitch decks, enhancing client on boarding and securing partnerships.</li></ul>			
PROJECTS			
Job Simulation Boston Consulting Group, Forage	<ul style="list-style-type: none"><li>•<b>Completed</b> a sequence of <b>Seven Tasks</b> in the allotted time ranging over varied fields</li><li>•<b>Conducted Market Research and Analysis</b> for different markets under allotted tasks</li><li>•<b>Developed Propositions and Plan of Action</b> for potential clients under different tasks</li></ul>		2024
Research Project Data Analysis, CVS	<ul style="list-style-type: none"><li>•<b>Authored</b> research paper on <b>Trade Imbalances in the Indian Economy</b></li><li>•<b>Created</b> a data intensive study of patterns and tools to understand the <b>Trade Imbalance</b></li><li>•<b>Reviewed 10+ research papers</b>   Collected data from resources across <b>50+ data points</b></li></ul>		2022
POSITIONS OF RESPONSIBILITY			
HOD and Advisor, ECONOX	<ul style="list-style-type: none"><li>•Spearheaded outreach campaigns that increased ECONOX's visibility and engagement by 35%</li><li>•Led a team of 15+ students in the Research/Development Department, driving innovative projects and initiatives.</li><li>•Advised on R&amp;D and marketing strategies, enhancing the society's overall impact and membership growth.</li></ul>		2023
Organizing and Senior Member, Enactus	<ul style="list-style-type: none"><li>•Developed and launched multiple projects and campaigns, increasing organizational reach and impact by 20%..</li><li>•Led corporate collaboration efforts, securing partnerships that enriched Enactus CVS's projects and initiatives.</li><li>•Oversaw project execution and team performance as a Senior Member, ensuring successful outcomes and growth.</li></ul>		2022
ACHIEVEMENTS & EXTRA-CURRICULARS			
Certifications	•Google Data Analytics Certification (Module- 1) by <b>Coursera</b>		2024
	•Investor Certification by <b>Securities Board of India</b>		2024
	•Introduction to Financial Modeling by <b>Udemy</b>		2024
	•Career Essentials in Business Analysis (Module- 1) by <b>Microsoft and LinkedIn</b>		2024
Courses and Skills	•Foreign Exchange Market by <b>Indian Institute of Management, Bangalore</b>		2024
	•Advanced Corporate Strategy by <b>Indian Institute of Management, Bangalore</b>		2024
	•Microsoft Excel: Excel from Beginner to Advance by <b>Udemy</b>		2023
Achievements	• <b>Received</b> honors for Excellence in Literary Activities for work in the Literary Department		2020
	• <b>Served</b> as the President of Literary Council for a period of 2 years		2020
	• <b>Awarded</b> Silver Medal for Achieving School Rank 2 in Commerce Olympiad		2019
Ongoing	Power BI, Python, Data Analytics (IBM), Private Equity and Venture Capital (Coursera), Introduction to Finance and Accounting Specialization (Wharton), Financial Markets (Yale)		