**Contact: 9311072226**

**Ashutosh Kumar Dubey**

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| **EDUCATIONAL QUALIFICATIONS** | | | |
| **Qualification** | **College, University/ School, Board** | **Year of passing** | **% of marks** |
| PGDM - Marketing | IMT, Ghaziabad | 2022 | 62.64 |
| B. Tech in Civil Engineering | Delhi Technological University, DTU | 2018 | 64.21 |
| XII | Laxman Public School/CBSE | 2013 | 86.60 |
| X | The Cambridge International School/CBSE | 2011 | 93.10 |

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| **SUMMER INTERNSHIP 2021** | | |
| **LEA Associates South Asia Pvt. Ltd.** | **Need for Research and Innovations in Highway Consulting** | **2 months (April 2021 to June 2021)** |

* Proposed a financial model for funding of research and innovation in highway consulting, it was appreciated by General Manager of Highways
* Did Feasibility study for factors affecting the need for research and innovation in highway consulting
* Created an execution plan for determining the need for research and innovation in Highway Consulting

and worked on MS-PowerPoint, Word, Canva and used Excel and Google Sheets for Data Analysis

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| **OTHER PROFESSIONAL QUALIFICATIONS/ CERTIFICATIONS** |
| * Marketing: Customer Segmentation- LinkedIn, 2021; How to Be Both Assertive and Likable- LinkedIn, 2021; Marketing Tools: SEO- LinkedIn, 2021; Social Media Marketing Tips-LinkedIn, 2021; Pricing Strategy Explained- LinkedIn, 2021; Excel: Market Research Strategies- LinkedIn, 2021; Building Business Relationships- LinkedIn, 2021; Free Social Media Analytics Course- quintly, 2021; Interpersonal Communication- LinkedIn, 2021; Public Speaking Foundations - LinkedIn, 2021; Building Trust - LinkedIn, 2021; Communication Foundations- LinkedIn, 2021; Learning Canva- LinkedIn, 2021; Statistics Foundations: 1- LinkedIn, 2020 |

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| **OTHER PROJECTS (LIVE PROJECTS/ STPSs/ ACADEMIC PROJECTS/ INDUSTRIAL TRAININGS)** |

* Academic Project –Marketing Analytics, Factors Responsible for adoption of electric vehicles

Concepts Used: Box Test, Factor Analysis, Reliability Test, Regression, Structural Modelling, One-way ANOVA performed in SPSS for and AMOS was used for conceptual modelling

* Academic Project – Social Media Marketing, Social Media Marketing Plan to Promote Entrepreneurship among IMTians

Concepts used: - Social media strategy, social media calendar, Content planning, Content Strategy

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| **PGDM – MAJOR ELECTIVES** |
| Marketing Analytics; Digital Marketing; Social Media Marketing; Customer Experience Management |

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| **ADDITIONAL INFORMATION** |

* Technical Skills: Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Canva, SPSS, AMOS, Python
* Hobbies: Reading (Philosophy, Self-help, Science, Dystopian, Mystery), Movies (Drama, Action, Adventure, Sci-fi, Fantasy), Cricket (Watching International Men’s Cricket and IPL) and Hindu Mythology (Ramayana, Mahabharata) Extremely good with numbers
* Achievements- Scored Overall 99.39 Percentile in CAT 2018; Scored 99.19 Percentile in JEE Main 2014; Secured All India Rank-119 and got a Bronze Medal (Zonal Rank-3) in FIITJEE Talent Reward Examination 2009
* Minor Electives: Python for Business Analytics, Forecasting and Time Series Analysis, IT Project Management