

# Abhishek Bansal

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## Profile

My aspiration is to attain the highest levels of success, emphasizing an unyielding pursuit of knowledge and adaptability. I aim to ascend the success ladder through unwavering consistency and a positive approach to navigating any circumstance. With an unwavering spirit and a hunger for growth, I strive to be the driving force behind transformative initiatives, pushing boundaries and inspiring those around me. Through my relentless dedication and a penchant for seizing opportunities, I aim to carve a path of excellence marked by innovation and collaborative achievement.

## Professional Experience

05/2023 – 06/2023  
Lucknow, India

### **Graphic Era University, Sales& Event Management**

The internship role at Graphic Era University involved, providing counseling and supporting event management activities. Responsibilities included offering guidance and assistance to individuals, as well as contributing to the planning and execution of events. This position combined interpersonal skills with organizational abilities in an educational setting.

08/2020 – 12/2020  
Agra, India

### **Dtroffle, Human Resource And Marketing Intern**

During the peak of the COVID-19 pandemic in India, I embarked on a transformative journey by joining Dtroffle, an innovative internet marketing startup. As a fresher, I embraced the challenge of contributing to the company's growth during these unprecedented times. My creative flair allowed me to excel in content creation, even though I was new to the concept. I actively managed social media accounts, crafted compelling job posts, interviewed candidates, and honed my email formulation skills. However, as colleges reopened and my full-time bachelor's program demanded my attention, I reluctantly left the internship to focus on my studies.

### **Other Experiences**

=Managed Social Media Accounts a Freelancer  
-Content Advisor And Creator

## Education

Pursuing MBA from Graphic Era Deemed To Be University. (2022-2024)

Bachelors of Commerce (Foreign Trade) - St John's College, Agra. (2019-22)

Intermediate and Matriculation - Radhaballabh Public School, Agra.

## Certificates

Project Management by Coursera • Digital Marketing by Google Garage •  
CCC Qualified Certification by Government of India •  
Blogging and Content Marketing by Udemy • American Institute Certified Speaker.

## Languages

English • Hindi

## Skills

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### Leadership Engagement

- Meeting deadlines
- Monitoring
- Managing conflicts

### Effective Communication

### Strong Problem Solving Skills

### MS- Office

- Excel with AI
- AutomateX

### Planning

- Project Planning
- Project Reporting
- Strategic Planning
- Executing Plans

### Strong Interpersonal Skills

### Meeting Clients Expectations

### Effective Presentation Skills

## Projects

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02/2023

### Virtual Tourism

This marketing research paper delves into the dynamic realm of virtual tourism, shedding light on key determinants. It investigates the impact of immersive technologies, user engagement, and virtual experiences on the tourism.

09/2022

### Marketing Ad Video

Created an ad video for Fast-Moving Consumer Goods (FMCG) products entails crafting a visually appealing and informative presentation. It involved showcasing product features, benefits, and usage scenarios to engage and entice the target audience. This video aimed to boost brand recognition and drive sales for consumer essentials.

## Webinars

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### Business Analytics (WORKSHOP)

### European Union Counselling (WORKSHOP)

### Webinar on AI with MS excel, Office 365.

## Interests

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| - Badminton   | - Workout    | - Nature Photography |
| - Bike Riding | - Travelling | - Gaming             |
| - Reading     |              |                      |