

ABHIMANYU JANGID

Business Management and Marketing Graduate

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SUMMARY

An energetic marketing enthusiast with a strong foundation in business management and digital marketing seeks to contribute to initiatives focused on core strategic growth. With hands-on experience in market trend analysis and campaign execution, eagerness is expressed to enhance brand visibility and lead generation efforts. A keen interest is held in applying analytical and collaborative skills to impact-driven projects, aligning perfectly with the forward-thinking approach aimed at previous roles.

EXPERIENCE

Growth Marketing Associate

The Jangid Brothers

01/2023 - 12/2025 Powai/South-Bombay/Kanjurmarg

Real Estate

- Executed marketing strategies to increase revenue and brand visibility
- Analysed market trends to support campaign planning
- Aligned marketing efforts with sales to boost lead generation

EDUCATION

Secondary and Senior Secondary Education

Podar International Hiranandani CBSE

04/2016 - 05/2022 Powai

Bachelor of Business Management and Marketing

Narsee Monjee Institute of Management Studies (NMIMS)

08/2022 - 05/2025 Mumbai

CERTIFICATION

Advanced Digital Marketing Diploma

4 months

LANGUAGES

English
Native



Hindi
Native



Marathi
Intermediate



INTERESTS

Hobbies

Fitness, football, and squash

KEY ACHIEVEMENTS



Presentation Skills

Delivered over 150 presentations across diverse business and marketing topics during undergraduate studies.

SKILLS

Digital Marketing Strategy

Customer Relationship Management

Brand Management

Consumer behaviour

Adaptable Critical thinking

Proactive Results-Oriented

PROJECTS

Nestlé

08/2023 - 08/2023

Marketing Research Project

- Led analysis of Nestlé's brand strategy, Indian market share, and key competitors
- Evaluated the impact of the 4Ps on business performance
- Presented strategic findings, highlighting analytical thinking and collaboration skills

Design Thinking Project

02/2024 - 02/2024

Sustainable Development Goals

- Addressed a real-world problem through stakeholder analysis and user research
- Developed and prototyped innovative solutions with user feedback
- Ensured detailed documentation and contributed to SDG-focused impact

Understanding FOMO-Driven Veganism Among Gen Z

02/2025 - 02/2025

Capstone Project on Social Pressures and Dietary Choices