

# ABHIMANYU JANGID

## Business Management and Marketing Graduate

+91-9699799885 | jangidabhi468@gmail.com | linkedin.com/in/abhimanyujangid | Powai, Mumbai

### 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 in 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