



# MANAN BATRA

## BBA UNDERGRADUATE

### WORK HISTORY

#### CO-FOUNDER: MASHOORIYA ENTERPRISES LLP

*Started in January 2019 with Batchmates*

A marketing business venture of paper cup advertising to corporate offices for client Tyrnesnmore.com

#### INTERNSHIP - ITC Limited

*6 week Internship project at ITC limited, Delhi*

Worked in FMCG industry under Retail and Distribution department

#### CO-FOUNDER: 101.hiphop

*A content creation and music marketing platform on [Instagram](#) and [Youtube](#)*

Managing social media pages with combined 3000 followers, work includes managing content including posts, videos, podcasts, interaction with artists and promotions

### EDUCATION

#### BBA, CHRIST, BANGALORE

BBA (Marketing Specialization) aggregate GPA 3.64

#### CLASS 12 & 10, BHAVAN'S MEHTA VIDYALAYA, NEW DELHI

Class 12th, CBSE, 89.5% (PCM)

Class 10th, CBSE, 10 CGPA

### SKILLS

#### DIGITAL MARKETING COURSE FROM DSIM

Basics and concepts of all topics including Social Media, Google Ads, Analytics, and Email marketing

#### BRAND MANAGEMENT COURSE FROM COURSERA

Brand management: Aligning Business, Brand, and Behaviour

#### SOFTWARES

Sony Vegas Pro for Video Editing, Adobe Photoshop (Beginner Level)

Canva for designing, DV360 (Intermediate Level)

### NOTABLE ACHIEVEMENTS

- B-Plan competition, Manthan (2018): 1st/126
- Group Task management fest, Thrive (2018) & Vistas (2019): 1st/120
- Marketing management fest, Vistas (2019): Top 5/120
- Marketing, (Outstation fest, People Tree College): 2nd/35

### PERSONAL PROFILE

I am an undergraduate student doing BBA at Christ, Bengaluru and have taken marketing as final year specialization.

### PROFESSIONAL INTEREST:

- Marketing & Advertising
- Entrepreneurship

### GENERAL INTERESTS

- Table tennis (Zonals)
- Chess
- Music
- Songwriting

### CONTACT INFO

Email: [mananbatra6@gmail.com](mailto:mananbatra6@gmail.com)

Mobile No.: 8826477850

LinkedIn: [Manan Batra](#)

# EVOLUTION OF SKILLS



CLASS 10 : CGPA 10

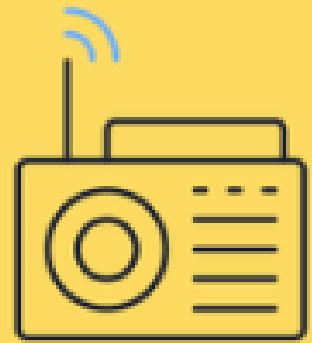
CLASS 12: 89% (PCM)

AGGREGATE GPA: 3.64 (BBA)

RESEARCH PROJECTS ON:

1) IMPACT OF PACKAGING

2) IMPACT OF PRICE DEALS ON PURCHASE INTENTION



DIGITAL MARKETING COURSE FROM DSIM

BRAND MANAGEMENT COURSE FROM COURSERA

CO-FOUNDED: MASHOORIYA, (PAPER CUPS ADVERTISING VENTURE)

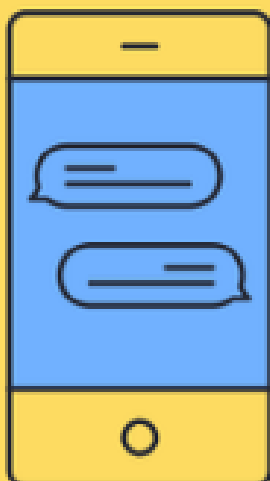
BUSINESS FESTS:

TOP-5 MARKETING (VISTAS 20)

2nd in B-PLAN COMPETITION (MANTHAN 18)

1st in GROUP TASK (THRIVE 18, VISTAS 20)

2nd in MARKETING (OUTSTATION, BELGAUM)



6 WEEK INTERNSHIP: ITC Ltd (RETAIL & DISTRIBUTION)

CO-FOUNDER: @101.hiphop

(MANAGING SOCIAL MEDIA, CONTENT, AND PROMOTION)