

ARMY INSTITUTE OF MANAGEMENT

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To find challenging opportunities providing personal and professional growth, and to be able to show my skills.

EDUCATION

Master of Business Administration (Pursuing), SGPA - 7/10 Army Institute of Management, Kolkata	2024 – 2026
Bachelor of Arts, 66.6% Bundelkhand University, Jhansi	2019 – 2022
Secondary School Education, 74% Kendriya Vidyalaya, Jhansi	2016 – 2018
High School Education, 95% Kendriya Vidyalaya, Jhansi	2015 – 2016

SKILLS AND CERTIFICATIONS

- **Digital Fluency** - Microsoft Office, Digital 101 (NASSCOM)
- **Tools** - Canva, Video Editing

PROJECTS AND INTERNSHIPS

FMCG Marketing Intern (Bodh Gaya) AloFruit	Jun 2025 - Aug 2025
<ul style="list-style-type: none">• Conducted 250 consumer and 150 retailer surveys, delivering market insights on buying behavior and product preferences.• Conducted over 90 field visits and analysed survey results to create actionable marketing strategies.	
Eveready Industries India Ltd (Gwalior)	Nov 2024
<ul style="list-style-type: none">• Surveyed 50+ wholesalers and 100+ retailers to analyse market trends• Recognised for promptness and accuracy in the project execution, earning a stipend for outstanding performance by collecting data from multiple marketing spots.	
Sales Intern (Offsite) LearnX	Sept 2024
<ul style="list-style-type: none">• Conducted sales operations across a broad range of courses offered by the organization.• Received Certificate of Appreciation for excellence in the position.	

CO-CURRICULAR/EXTRA-CURRICULAR ACTIVITIES

- Member - Admission Team (AIM, Kolkata)
- National Level - Cricket (Varanasi)

PERSONAL INFORMATION

- DOB - 27 Aug, 2000
- Father - Nb Sub (retd) Surendra Yadav