

# ARMY INSTITUTE OF MANAGEMENT

Ravi Kumar — ravi2821a@aim.ac.in

linkedin.com/in/ravi-kumar2807 — +91-9918063993

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

## EDUCATION

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

## SKILLS AND CERTIFICATIONS

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

## PROJECTS AND INTERNSHIPS

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

## CO-CURRICULAR/EXTRA-CURRICULAR ACTIVITIES

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

## PERSONAL INFORMATION

- DOB - 27 Aug, 2000
- Father - Nb Sub (ret'd) Surendra Yadav