

MUKUND AGRAWAL
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12 November'2002



ACADEMIC PROFILE				
Qualification	Institution	Board / University	% / CGPA	Year
PGDM	Birla Institute of Management Technology	AICTE	Pursuing	2024-26
B. Com	Commerce College	Rajasthan University	54.67%	2020-23
12 th	Soni Academy Public S.S. School	Rajasthan Board Secondary Education (RBSE)	68%	2020
10 th	Jain Aadarsh Vidhya Mandir	Rajasthan Board Secondary Education (RBSE)	70.50%	2018
ACADEMIC PROJECTS - SHORT-TERM				
Bimabro Jan’25	<ul style="list-style-type: none">Conducted competitor analysis & SEO research to identify market trends and growth opportunities.Developed SEO-optimized content & social media strategies to enhance engagement and brand visibility.Created a future digital marketing roadmap to improve BimaBro’s online presence and lead generation.			
Kalp Jan’25	<ul style="list-style-type: none">Researched and enhanced Kalp Blockchain’s scalability, cross-chain transactions, and CBDC integration.Developed content and strategies to boost Kalp’s brand visibility and user education.			
Eduthum Dec’24 – Jan’25	<ul style="list-style-type: none">Crafted and executed digital marketing strategies for Eduthum, focusing on institutional outreach and creating engaging social media content to promote its immersive metaverse platform.Created SEO-optimized blogs and reviewed digital content to enhance brand visibility and engagement.			
CERTIFICATIONS	<ul style="list-style-type: none">Financial accounting & analysis Certification Course (IIMB, Swayam)Introduction to Strategy Consulting Job Simulation (BCG)Financial Certificate of STP on data mining (Sparsh CCTV)Predictive Analytics – (IIMB, Swayam)JPMorgan Chase & Co. Excel Skills Job Simulation on Forage - September 2024Microsoft Excel Expert (E-train) - (Pivot Tables, VLOOKUP, Conditional Formatting, If, PV, FV Functions)			
CO-CURRICULAR/EXTRA CURRICULAR ACTIVITIES				
POSITIONS OF RESPONSIBILITY				
Member of Parivartan Foundation, Jaipur	<ul style="list-style-type: none">Focused on sustainable plant cultivation to promote environmental conservation and community development.Contributed in Cultivate 50+ plants.Organized tree planting drives, habitat restoration, and invasive species removal.			
Member of Medical Conduit	<ul style="list-style-type: none">Coordinated medical camps and health awareness drives for community outreach.Managed logistics and resources to ensure smooth execution of medical initiatives.Volunteered as a member of the Medical Conduit during Vihaan and SPOCO events, providing first-aid assistance and ensuring participant well-being throughout the event.			
ACHIEVEMENT & PARTICIPATION/ EVENT				
Achievement	<ul style="list-style-type: none">Secured 4th position in the Equity Research Challenge, analyzing Indian sectors and companies.Developed equity research skills, including financial analysis, competitor assessment, and investment recommendations. (IIMK) (Unstop)			
Achievement	<ul style="list-style-type: none">Secured 2nd Position in SRCC’s Case Competition for a presentation on "Digital Transformation in Supply Chain Resilience.Gained insights into leveraging digital tools to enhance resilience and navigate supply chain disruptions.			
Participation	<ul style="list-style-type: none">Sparsh, A Social Impact Case Study.Fix Your Finance, Solved a Case Study of Financial Planning Journey.			
Event	<ul style="list-style-type: none">Volunteered in the ‘Blood Donation Camp’ organized by BIMTECH (SOSCO), promoting awareness about the benefits of blood donation and ensuring smooth event coordination.Volunteered in ‘Cyclothon 2024’ organized by the Sports Conduit (BIMTECH), contributing to the successful execution of the Health and Harmony Ride while promoting fitness, wellness, and community engagement.			
Core Skills				
	MS Excel Team work Event Management Skills SAP SEO SQL Python Power BI			
Interests/ Hobbies	<ul style="list-style-type: none">Story WritingOnline gaming and playing Chess & Badminton			