

# PAWAN KUMAR SINGH

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## SUMMARY

As a Sales and Marketing professional, I excel in market research, consumer behavior, sales strategies, and SEO, driving growth through customer-focused solutions and data-driven decision-making.

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## EXPERIENCE

**Marketing Intern, 04/2024 - 09/2024**  
**Equinox Labs Pvt. Ltd. - Mumbai, India**

- Led SEO strategy and audits to enhance website performance and visibility.
- Used data mining and social media for lead generation, increasing inbound leads by 30%.
- Handled project Athena, where I assisted 60 members in achieving sales targets

**Skills:** Market Research, Team Leadership, Growth Strategy, SEO, Plan Execution

**Intern, 12/2023 - 12/2023**  
**CASI Global NEW YORK - Thane, India**

- Conducted 22 seminars to spread awareness about financial literacy

**Skills:** Teamwork, Interaction with corporate employees, Problem Solving

**Sales Executive, 03/2021 - 08/2022**  
**Royal Enfield - Buxar, India**

- Guided customers in selecting bikes that fit their needs and budget, enhancing satisfaction.
- Delivered after-sales support, identifying upselling and cross-selling opportunities.
- Maintained customer relationships through follow-ups, boosting lead conversions.
- Offered tailored solutions, including flexible payments and exclusive deals.

**Skills:** CRM, Negotiation, Inventory Management, Sales Target Achievement

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## EDUCATION

**PGDM, Marketing, Expected in 05/2025**  
**ITM Business School** - Navi Mumbai, Maharashtra  
GPA: 71%

**B.B.A., Marketing, 09/2019**  
**D.K College** - Buxar  
GPA: 66%

**XII, UPMSP, 05/2016**  
**B.K.H Inter College** - Gazipur  
GPA: 64%

**X, BSEB, 03/2014**  
**G.P High School** - Bihar  
GPA: 58.8%



## CONTACT

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410210

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## SKILLS

- Customer Relationship Management (CRM)
- Negotiation
- Sales Target Achievement
- Lead Generation
- Market Research
- Upselling & Cross-Selling
- SEO Strategy
- Growth Strategy
- Team Leadership
- Inventory Management
- Market analysis

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## CERTIFICATIONS

- Fundamentals of Digital Marketing (Google)
  - Sales Management
  - Market research
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## EXTRACURRICULAR ACTIVITIES AND ACHIEVEMENTS

- Head of National Day competition
  - Volunteer of Namani Gange Yojana
  - Vice-captain of the school cricket team
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## POSITIONS OF RESPONSIBILITY

- Member of Rotaract Club (Blood donation, sapling planting, De-addiction)
- Centre for social initiative (Beach cleaning, social awareness, equality)
- Kurukshetra Clubs (Cricket, tag of war, arm-wrestling)