

## AKSHAT AGARWAL

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Summary: Results-driven marketing professional with over 6 years of freelance digital marketing experience and 2 years of advanced Excel skills. Actively involved in managing a family-run pharmacy for 9 years, with extensive knowledge of pharmaceutical products and hands-on experience in practical business operations. Demonstrated expertise in market research, product development, digital marketing, and sales strategy. Proven leadership and entrepreneurial abilities with hands-on experience in managing teams and running a business. Passionate about fashion, sports, and storytelling, with a track record of driving business growth and achieving substantial revenue increases.

### PROFESSIONAL EXPERIENCE

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Ziolis Pathlab & Multi Speciality Clinic, Siliguri, WB 01/12/2023 - Present

#### Marketing and Sales Head

- Led marketing and sales initiatives, overseeing strategy and execution. Strategic Marketing and Market Expansion: Expertise in developing and executing comprehensive marketing plans and strategies for market penetration and expansion.
- Partnership Development and Networking: Skilled in creating and nurturing strategic partnerships and professional networks.
- Sales Team Leadership and Client Relations: Proven ability to build, manage sales teams and foster strong client relationships.

SAVEO Pharmaceutical, Bangalore, KA 28/08/2023 - 30/11/2023

#### Marketing Executive Intern

- Conducted market research and contributed to product development and marketing strategies.
- Managed product development, market research, digital marketing, and pricing strategies.
- Assisted in digital marketing and pricing strategy formulation.

AGARWAL OPTICALS, Jaigaon, Alipurduar, W.B 10/02/2017 - 20/07/2023

#### Founder Entrepreneur

- Founded and managed a successful eyewear showroom with initial investment and reinvested profits.
- Handled stock clearance, supply chain management, client relations, and market analysis.
- Managed digital marketing campaigns including Google Ads, content creation, and analytics.
- Achieved significant revenue growth, with a net profit increase from ₹0.6 lakhs to ₹3 lakhs over two years.

### EDUCATION

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International Institute of Business Studies (IIBS), Bangalore 2024

#### Post Graduate Diploma in Management (PGDM) - Marketing and Operations

Sikkim Manipal Institute of Technology (SMIT), Sikkim  
2022

#### Bachelor of Business Administration (BBA) - Marketing

## **SKILLS & OTHER**

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Skills: Microsoft Office, Advanced Excel, Digital Marketing, Market Research, Product Development, Sales Strategy, Content Creation, Analytics and Retention Strategies, Supply Chain Management

Languages:

- Nepali: Native/Bilingual Proficiency
- Rajasthani: Native/Bilingual Proficiency
- Hindi: Native/Bilingual Proficiency
- English: Full Professional Proficiency
- Bengali: Conversational Proficiency

Leadership and Extracurricular Activities:

- Departmental Head and Conduct Secretary, SMIT: Led and organized various cultural and non-cultural events.
- Led School and Command for Inter Command sports meet.

Interests: Fashion Enthusiast, Sports, Traveling, Storytelling, EMCEE and Photography