

# Apurv Sharma

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Age: 27 years | Male



## Professional Summary

Tech and Business-savvy marketing professional having staunch faith that the key to success is being passionate about what you do and his passion lies in the field of Business Development and Brand Building.

Ability to combine vision and strong business acumen with leadership qualities to support brand awareness campaigns, product/ services launches, market research/ analytics, team management, demand generation and social media marketing. Areas of interest includes:

- Strategic Business Planning
- Market Research/ Analytics
- Marketing Communications
- Latest technology use
- Analysis of requirements
- Service Marketing
- Team Building & Leadership
- Digital Marketing

## Professional Experience

Total Experience - 32 months

### Summer Intern, Haldia Petrochemicals Ltd., Kolkata

Apr 2015 – May 2015

- Responsible for identifying the potential of new Business opportunity
- Evaluated the Demand and Supply in the Eastern India
- Conducted primary research of more than 100 suppliers to analyse the potential of BOPP film market in Eastern India
- Forecasted Demand generation of different categories
- Recommended HPL for various inbound marketing techniques
- Designed & proposed innovative Marketing Channels and Sales strategies

### Senior Engineer, Tata Elxsi Ltd., Bengaluru

November 2010 – April 2013

- Designed and developed Products according to client requirements
- Prepared BRD's for client and analysing their Ad-Hoc requirements
- Synchronized multiple modules to Universal platform
- Client Relationship management with in & out stakeholders
- Facilitated & Managed team of 4 members for Project integration of wireless technologies, LTE & WiMAX
- Responsible for Initiating many cultural & team building programs

## Academics

PGDM (Marketing)	60.00%	Institute of Management Technology (IMT), Nagpur	2014-16
B.E. (Computer Science)	68.78%	Gyan Ganga Institute of Technology & Sciences, Jabalpur	2006-10

## Academic Projects

Conducted a research analysis for the monthly expenditure of IMT Nagpur Students

- Collected & analysed primary data through survey of students' lifestyle behaviour
- Insights found: More than 70 % loves online shopping and spends more than 80 % on food items
- Suggested new ways to improve IMT Nagpur mess functionality which they implemented.

Prepared Marketing Campaigns Report

- Prepared different Marketing campaigns ideas for Houzz.com, which provides a platform for architects and designers.
- Campaign varied from Google trends to SEO, Including Experiential Marketing to E-mail Marketing

## Skills

- **Business Skills:** Strategic Thinking, Influencer, Relationship Management, Technologically savvy, Team Player, Commencer, Persuasive
- **Technical Skills:** Star UML, Microsoft Visio, Tableau, R-Studio, SPSS, Google AdWords, SEO
- **Hobbies:** New apps exploration, Gourmand, listening binaural beats, Knowledge gathering about new technologies, Active socially