



Shanusingh2350@gmail.com
<https://www.linkedin.com/in/shanu-kumar-192383209?>
 Arrah, Bihar

Shanu Kumar

SUMMARY

Enthusiastic marketing and product management student with a strong academic foundation and a passion for driving brand success. Proficient in market research, consumer behavior analysis, and product development strategies. Skilled in utilizing digital marketing tools and social media platforms to create engaging campaigns and increase brand visibility. Looking for a chance to contribute to the betterment of the company as well as adding new skills to my portfolio.

TECHNICAL SKILLS

- MS-Excel
- Data Analysis skills
- Financial Planning
- Digital Marketing

CERTIFICATIONS

- Fundamental of Digital Marketing | Google Digital Garage | Feb 2023
- Introduction to Microsoft Excel | Coursera | Feb 2023
- Organizational behavior: Know your people | Coursera | Sept 2022
- Integrated Marketing Communication | Coursera | May 2023
- Analytical Excel | Grant Thornton | July 2023

POWER SKILLS

- Initiates conversation with others.
- Imaginative and empathetic
- Inquisitively solves problems.
- Positively analyses the work

EXTRA CURRICULAR ACTIVITIES

- Attended a webinar on 'Facebook. Meta' | LPU | Oct 2022
- Attended expert lectures on marketing and sales | ECC | Nov.

INTERNSHIP

True Blue Asset Services(May-July 22)

- Learned about the credit loan policy of CME industry.
- Structure Financing, Deferred Sales Programs with OEMs., Operating and Financial Leasing & Lease Rent Discounting

Hindustan Times(June-July 2022)

- Track market developments, create strategies, set up sales plans, and maintain customer relations.
- Responsible for researching and developing marketing opportunities and planning and implementing new sales plans.

Whitehat Jr.(June-july 2021)

- Analyzed and interpreted data from a student database conducted on Work from home.
- Worked on improving relations with dealers who were gradually drawing away from the company.
- Proactively approached new dealers who were setting base in the work-from-home.

PROJECTS

- **Product Management Foundation | Lovely Professional University | Punjab** (Feb 2023)
 - Successful management of product, role of product manager, product management lifecycle, system and tools of product management, customer centric organizational structure.
- **Product Market Strategy| Lovely Professional University | Punjab**
 - Built product market strategy, market, and user research, defined the market, product positioning, metrics analysis and reporting.

ACHIVEMENTS

- Secured 2nd position in Green marketing Presentation | LPU (JAN 2023)
- Secured 3rd position in the competition which showcase the selling and management skills | ECC

EDUCATION

- **Integrated bba-mba** | Marketing & Product Management | 2020-24
 Lovely Professional University | Phagwara, Punjab

CGPA 6.99 (Current)