



# Abhinav Das

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Pune

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## EDUCATION

### Bachelor of Technology (B.Tech), Computer science (2016 - 2020)

Sinhgad Institute Of Technology.

CGPA : 7.50/10

### XII (Senior Secondary), Science

Year of Completion: 2016

ICSE Board (The Bishop's Junior College)

Percentage : 82.00%

### X (Secondary)

Year of Completion: 2014

ICSE Board (The Bishop's School)

Percentage : 87.60%

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## INTERNSHIPS

### Digital Marketing Intern

Pranjal Arts (Virtual)

Apr 2020 - Present

1. Ideation and execution of brand management and social media strategy.
2. Planning and implementation of digital sales.
3. Content creation, blogging and editing for the website.
4. SEO optimization of content across all platforms.

### Football Trainer

Pune Soccer Academy (Pune)

Sep 2019 - Present

Planning a comprehensive development program for young athletes aged between 6 and 13.

Scheduling and executing the same as per the designed program.

Training and conditioning as a whole.

## Quality Assurance Intern

Extentia Information Technology (Pune)

Jun 2019 - Aug 2019

Worked in the Quality Assurance Department.

Assisted the QA lead and project manager with on going projects and tasks associated with it.

Involved in completion of two app management projects from scratch to completion and launch.

## Digital Marketing And Sales

Calo-Box (Pune)

Aug 2018 - Jan 2019

Worked as content and sales head.

Involved in end to end sales of the product.

Was responsible for social media presence and content.

Gained in-depth B2B and B2C experience.

Client engagement and retention.

Brand expansion in the fitness industry.

## Business Development And Digital Marketing.

Bayside Media Pvt Limited (Pune)

May 2018 - Nov 2018

Head hunted sales and marketing interns.

Was responsible for online growth and development of creatives.

Worked as a sales manager for a period of 2 months.

Gained experience as a Project Manager in the expansion of the company in the city of Indore.

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## POSITIONS OF RESPONSIBILITY

- Football Trainer at Pune Soccer Academy.
  - Quality Assurance Intern
  - Recruiter at Bayside Media Pvt Limited.
  - Brand Ambassador at Calo-Box/Sales Associate.
  - Project Manager in setting up SEAL Indore in 2018.
  - Sales Manager at Bayside Media Pvt Limited, Pune.
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## TRAININGS

## Leadership And Entrepreneurship

SEAL (Pune)

Mar 2018 - May 2018

I was trained in all the verticals of a business, namely Sales, Marketing, HR and business development. We were exposed to real life practical modules and also learnt how to carry out operations of a fully functioning business.

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### SKILLS

MS-Excel

Intermediate

Java

Intermediate

C Programming

Intermediate

English Proficiency (Spoken)

Advanced

English Proficiency (Written)

Advanced

Hindi Proficiency (Spoken)

Intermediate

Hindi Proficiency(Written)

Intermediate

Social Media Marketing

Intermediate

Search Engine Optimization  
(SEO)

Intermediate

MS-PowerPoint

Intermediate

Google AdWords

Intermediate

Digital Marketing

Intermediate

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### WORK SAMPLES

Other Portfolio Link:

[https://docs.google.com/document/d/1ryt9\\_OkYOcCXMRB6Ex2Mt4bR3VAIK3IZZFRq3CGP](https://docs.google.com/document/d/1ryt9_OkYOcCXMRB6Ex2Mt4bR3VAIK3IZZFRq3CGP)

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### ADDITIONAL DETAILS

- Being a state-level footballer, I'm no stranger to handling pressure. I strive to be the best at what I do. This experience in particular has helped me understand the true meaning of teamwork and how communication is always of paramount importance.
- I'm also a freelance writer with a burning passion for sports. I've included one of my articles as a work sample for your reference.