

Shiv Shakti Singh

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SKILLS SUMMARY

- **Tools/Platforms:**

IBM SPSS, TABLEU, Excel
- **Soft Skills:**

Leadership, Problem-Solving Skills, Team Player, Communication, Empathetic, Adaptability

INTERNSHIP

JFFFL (JAIN FARM FRESH FOOD LTD)

Jun’24 - Jul’24

Learning Outcomes:

- Visited approximately **1,000 retail stores**, surpassing the target of 300 by **230%**, and generated a **20.4% lead conversion rate**.

• Closed **40 sales deals**, exceeding the goal by **300%**, contributing significantly to overall revenue.

• Achieved a **3.33% sales conversion rate** from visits, aligning with or exceeding performance expectations.

• Conducted market research on **3 key product segments—dehydrated vegetables, fruit pulps, and spices—**to enhance sales strategy and targeting.

• Interacted with **50+ clients**, fostering relationships that resulted in a **90% retention rate** and strengthening long- term partnerships.

• Delivered **5+ product presentations** to clients and stakeholders, ensuring clarity and value proposition alignment.

• Applied effective negotiation techniques, improving deal margins by **5-10%**, benefiting both clients and the company.

PROJECTS

Affiliate Marketing Campaign – Argani-Care

Apr’24

- Executed an affiliate marketing campaign that increased product inquiries by **30%** within one month

• Recruited **10+** affiliate partners and leveraged 3 high-traffic platforms for optimized campaign delivery

• Developed and A/B tested **5** content variations, improving engagement rates by **20%**

Branding Transformation – Cozy Nest

Sep’24

- Directed a rebranding initiative that resulted in a **25%** increase in brand awareness (measured via survey)

• Coordinated a team of **4**, maintained deadlines, and achieved **100%** on-time project delivery

• Analyzed survey data from **200+** customers to inform strategy and positioning.

Co-authored a research paper

Apr’25

- Titled "*AI for Sustainability: Empowering Environmental Solutions and the Path Toward a Greener Future*"

• Published in *The Future of Management* (Taran Publications, ISBN: 978-93-48149-98-5, April 2025)

• Conducted quantitative analysis using surveys, regression, and correlation methods (sample size: 255)

• Explored AI applications in climate monitoring, renewable energy, waste management, and smart agriculture

• Addressed ethical challenges of AI in sustainability (bias, data privacy, energy consumption)

ACHIEVEMENT

- Won Silver Medal in Kabaddi at Inter-School Competition

Jul’19
- Secured Gold Medal in Basketball at District-Level Championship

Dec’18

CERTIFICATION

- IBM Watson Studio | IBM

Jun’24
- IBM SPSS Modeler | IBM

Apr’24
- Generative AI in Recruiting & Talent | Coursera

Dec’23

EDUCATION

Lovely Professional University

MBA (Finance & Digital marketing)

Punjab, India

CGPA: 7.14

Since Aug’23

Veer Bahadur Singh Purvanchal University

Bachelor of Arts;

Jaunpur, Uttar Pradesh

Percentage: 63%

Jul’19-Jul’22

Holy Cross School

Intermediate

Ballia, Uttar Pradesh

Percentage:66.6%

2018-2020

Holy Cross School

Matriculation

Ballia, Uttar Pradesh

Percentage:68.8%

2016-2018