

KARAN KUMAR

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OBJECTIVE

First-year MBA student seeking an internship at a reputable institution where I can apply the knowledge acquired thus far in the realm of marketing strategies and brand growth. Eager to gain practical experience in market analysis and consumer behaviours as I explore my interests in the field of Marketing...

EDUCATION

Master of Business Administration, Army Institute of Management, Kolkata Expected 2026
Specialization: Marketing and Operation.

Bachelor of Commerce, St. Xavier's College , Ranchi 2020 - 2023

SKILLS

Technical Skills	MS Office, Video Editing, Photoshop
Soft Skills	Quick learner, Active listener

EXPERIENCE

Creative Head JUL 2021 - JUL 2024
The Leader's Society *Ranchi, Jharkhand*

- Achieved 25% growth for Poster Making using Photoshop, Video Editing skills..
- Led Poster Making which led to 15% improvement in Creative Head.

Content Creator and Digital Marketing Partner AUG 2021 - DEC 2023
thebeastrider 07 *Ranchi, Jharkhand*

- Achieved 20K Followers on Instagram using Photographer and Video Editor skills.
- Host Live event in Instagram which led to 30% of followers in pages.

PROJECTS

Indirect Taxation Project (GST). I completed a project during my graduation on Indirect Taxation (GST), where we collected and analyzed company data related to GST. The project focused on understanding the types of materials used by the company and their applicable GST rates.

Consumer Rights. I completed a project during my graduation on Consumer Rights, where we collected data across Ranchi using both online and offline methods. The project involved conducting surveys and asking questions about consumer rights, awareness levels, and related issues.

EXTRA-CURRICULAR ACTIVITIES

- Throughout my academic journey, I actively engaged in various extracurricular activities that strengthened my leadership and creative skills. I led multiple project teams during graduation and co-managed a successful Instagram page with 20k followers. I participated in a blood donation camp, reflecting my social responsibility, and was selected as a council associate at the Army Institute of Management. My interest in media led me to apply for the Media role in the 'PALTAN - Corporate Communication' team. Additionally, attending the Kolkata Robotics Workshop by Kshitij 2025 expanded my technical expertise. My passion for fitness, gaming, and creativity drives me to excel both personally and professionally..

LEADERSHIP

- A proven leadership skills demonstrated through leading project teams and actively contributing to organizational roles.