

# ADARSH VERMA

*Looking for an opportunity to learn and grow through hard work, discipline and perseverance to scale new heights in my professional career.*

## EDUCATION

### ILEAD INSTITUTE OF LEADERSHIP & DEVELOPMENT, KOLKATA —

*Bachelor in Business Administration(H)*  
2017 -2020

**GRADE/%- 6.42 DGPA**

**SEM 1 & 2: 5.83 YGPA**

**SEM 3 & 4: 5.67 YGPA**

**SEM 5 & 6: 7.75 YGPA**

- Active volunteering in Adrenaline 2018. (ANNUAL SPORT FEST). • Active volunteering in Managedia 2017 & Managedia 2018 (ANNUAL BUSINESS AND CULTURAL FEST).
- Participated in intra-school and intra-college quiz competitions.

**BARASAT INDIRA GANDHI MEMORIAL HIGH SCHOOL, KOLKATA — Higher Secondary school (C.B.S.E)**  
2015-2017

**GRADE/%- 67.9%**

**ST. JOAN'S SCHOOL , KOLKATA**  
— Secondary School (I.C.S.E)  
2004-2015

**GRADE/%- 80%**

## CERTIFICATION

- Fundamentals of Digital Marketing(Google)
- Learning Excel Online(Office 365): LinkedIn

**ADD- 98 Shyamnagar, Sarju Enclave Block- A Flat- 7B**  
**Kolkata 700055.**

**DOB: 21/07/1998**

**+919073131342**

**adarshverma98@gmail.com**

[LinkedIn](#)

## SKILLS

Microsoft office (word, PowerPoint, Excel).  
Teamwork.

Observation Skills.

Personal Development. Management Skills.

Presentation.

Personal Motivation.

Negotiation.

Digital Marketing

## HOBBIES

Sports (BasketBall, Pool). Listening to music.

Gaming.

Traveling and exploring new Places.

Photography.

Exploring different cultures.

## LANGUAGES

English

Hindi

Bengali

## EXPERIENCE

### **RELEVEL BY UNACADEMY - (Business Development Associate)**

#### **RESPONSIBILITIES:**

- Cold Calling
- Counseling
- Closing the potential customer
- EMI processing

### **UFABER EDUTECH PVT. LTD. - (Senior Business Development Executive)**

#### **RESPONSIBILITIES:**

- Cold Calling
- Counseling
- Closing the potential customers
- EMI processing

### **THINK & LEARN PVT. LTD. - (Business Development Associate)**

#### **RESPONSIBILITIES:**

- Finding out potential customers from the assigned leads.
- Converting the potential ones
- Processing of the loan and documentations
- Follow up with the customers for the retention

### **BLUE AND WIPE SOLUTIONS AND SERVICES 2020-22 - (CO FOUNDER)**

#### **RESPONSIBILITIES:**

- Founded, planned and implemented a boutique housekeeping services startup including mass customisation
- Negotiated with 100+ suppliers and vendors, managed to achieve 20 percent cost reduction and credit terms.
- Digital Marketing
- Managed all customer transactions.
- Led and groomed a team of six full time and ten part time workers, managed a diverse customer base of 200+

## **THE HAKKA HUT 2021-22 - (PROPRIETOR)**

### **RESPONSIBILITIES:**

- Generated economics of scale by achieving INR 0.02mn+ daily through contracts, offline sales, aggregators
- Marketing strategies
- Digital Marketing
- Management

## **PRIMAS GROUP OF COMPANY - (Human Resources Internship)**

### **RESPONSIBILITIES:**

- End to End recruiting
- Screening
- Sourcing
- Shortlisting
- Telephonic Interview
- Portal search
- Head hunting
- Onboarding

## **HIGHER EDUCATION IN CHINA- EXPO 2018**

### **VOICEWORX- (Management Internship)**

### **RESPONSIBILITIES:**

- On Ground Management
- Stall management

## **ACHIEVEMENTS**

- Awarded for winning the cricket tournament in VIDEOCON club.
- Represented ILEAD in Amiphoria 2017 (AMITY fest) in Basketball.
- Received certificate for drawing organized by Bharatiya kala kendra.
- 3rd runner up in snooker in intra-college fest.
- Awarded for treasure hunt competition in college fest.

**\*I hereby declare that the above information is true and correct to the best of my knowledge.**

DATE: 31/01/2023