



ANURAG KUMAR

PRODUCT MANAGEMENT & MARKETING

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SUMMARY

Highly motivated and organized professional with excellent time management skills and a high degree of flexibility. Skilled in adapting to new environments and situations, with a strong work ethic and great attention to detail. Demonstrated leadership abilities, including team management and effective communication skills in both English and Hindi. Fast learner with a proven track record of successfully managing multiple projects and working collaboratively with others.

TECHNICAL SKILLS

Microsoft Office:

Word, Excel, PowerPoint, Outlook

Product Management:

Data Analysis and Extraction, Product Research, Data Collection and Management.

Content Writing, Content Creation

CERTIFICATIONS

- Content Marketing | LinkedIn | Jan'23
- Content Creation: Strategy and Tools | LinkedIn | Dec'22
- Social Psychology | Coursera | July'22
- Marketing Foundations | LinkedIn | Mar'23
- Product Marketing Foundations | LinkedIn | Mar'23

POWER SKILLS



EXTRA CURRICULAR

- Coordinated events and fests.

INTERNSHIPS

ACTIVITIES

- Member of Public relations department in the student organization Oasis.

Marketing Intern

Jan'22- Feb'22

Lernx | Remote, IN.

- Demonstrated strong leadership skills as a team leader, guiding and assisting fellow interns in completing their tasks.
- Cultivated and maintained positive relationships between the intern team and the organization to promote a collaborative work environment.
- Managed a team of 5-6 interns, setting and guiding them towards achieving their sales targets while providing mentorship and support.
- Developed strong communication and interpersonal skills through regular interactions with team members and superiors.
- Demonstrated adaptability and flexibility by navigating changing work environments and collaborating with diverse teams.

LIVE PROJECTS

Virtual Experience Program | Red Bull

Jan'23

Domain: Data Analysis and sales

- Proficient in data analysis and visualization using Microsoft Excel, with experience in creating and presenting charts to effectively communicate findings.
- Responded to customer objections during the sales process to effectively navigate and close sales deals.
- Conducted in-depth analysis of account data to identify key trends and growth opportunities, providing actionable insights to drive sales growth.

ACHIEVEMENTS

- Made lots of effort and succeeded in learning good communication skills during the internship.
- Achieved targets.

Jan'22- Feb'22

EDUCATION

Integrated BBA-MBA

Sept '20 – Present

Lovely Professional University | Phagwara, IN

CGPA 6.45

Higher Secondary

Apr '19 - Mar '20

Ranjay Singh International School

Fatehpur, U.P., IN

Percentage 85%