ADITYA RAJ SINGH

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MITTAL SCHOOL OF BUSINESS

PERSONAL DETAILS

D.O.B- 02 Nov 2001
Address – 345-A Wazidpur Dakshini, Jaunpur, Uttar Pradesh - 222002
Languages Known- English, Hindi

KEY SKILLS

Digital Marketing | MS Office | Python | Cyber Security | Content Creation | WordPress | Business Analytics

KEY POSITIONS HELD

Class Representative |LPU| 2020-21
Team Head Capstone Project |LPU|2020-2021

AREAS OF INTEREST

Reading, Gaming, Music, Content Writing, Geopolitics

LINKEDIN ID

https://www.linkedin.com/in/adityarsingh70/

PROFESSIONAL SUMMARY

As a first-year MBA student specializing in Business Analytics and Marketing with a strong academic background, I am eager to bring my analytical and creative skills to the professional world. With a passion for data-driven decision making and an understanding of the latest marketing strategies, I am confident in my ability to make a positive impact in any business environment. As a fresher with no prior work experience, I am excited to continue my learning and growth while contributing to the success of a dynamic organization.

ACADEMICS

- **MBA** | Lovely Professional University, Punjab | 2022-24| CGPA: 8.0
- **BBA** | Lovely Professional University, Punjab|2018-21| CGPA: 7.83
- **12TH** | ST Patrick's SR SEC School (CBSE) | 2017-18 | Percentage: 72%
- **10TH** | | ST Patrick's SR SEC School (CBSE)| 2015-16 | CGPA: 7.2

CERTIFICATIONS

- **Introduction to Business Analytics | LinkedIn | January 2023**
  Understanding of Business Analytics and its foundations, like types of data, data collection and getting insights from the data.
- **Digital Marketing | HubSpot | March 2022**
  Understanding of Digital Marketing and it's elements like, Email Marketing, SEO, Content Marketing and Ads. Also learning how to target the market and build a marketing plan.
- **Organizational Behavior: Know your people | Coursera | Nov 2022**
  Understanding how people behave in an organization and how we can manage different type of people and situation.
- **Certified Ethical Hacker| EC-Council | September 2020**
  A Certified Ethical Hacker is a skilled professional who understands and knows how to look for weaknesses and vulnerabilities in target systems and uses the same knowledge and tools as a malicious hacker, but in a lawful and legitimate manner to assess the security posture of a target system(s).

EXTRA CURRICULAR ACTIVITIES

- **Volunteering**
Cyber Security Awareness camps in village schools. Making students and teachers aware of daily cyber threats and how they can protect themselves from these threats. | LPU | June 2019.

- **Capstone Project | Secure Messaging App**
A Messaging Application made with Flutter and Firebase. The app has basic end-to-end encryption which makes messaging secure. | LPU | Jan 2021.