



Army Institute of Management Kolkata

MOHIT CHAUHAN



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Portfolio



Aspiring Marketing professional aiming to leverage knowledge of consumer behaviour and market needs to contribute to organisational growth while gaining valuable industry exposure.

Education

- **Army Institute of Management, Kolkata** 2024 – 2026
Master of Business Administration (Pursuing)
- **Govt. Model Science College, Gwalior** 2019 – 2022
Bachelor of Science
Percentage: 64.42%
- **Army Public School, Gwalior**
Senior Secondary Education- 67 % 2018 - 2019
Higher Secondary Education - 9.4 CGPA 2016 - 2017

Skills Certifications

- **Digital Fluency:** MS Excel, MS PowerPoint, Canva.
- **Certification:** Fundamentals of Digital Marketing – Google Skillshop

Projects and Internships

- **Lead Generation Intern – Bonhoeffer Machines (Remote)** May 2025 – Jul 2025
Conducted comprehensive market research across the Dominican Republic, Rajasthan, and Jamaica.
Identified and built a structured database of 6,300 potential business leads, improving sales pipeline efficiency.
Enhanced reporting and data management processes, enabling data-driven decision-making and strategic targeting.
- **Sales Intern – Dabur India Limited (On-Field)** Jul 2025 – Aug 2025
Conducted on-field research to identify distribution gaps and retailer challenges in rural markets.
Analysed retailers' sales data using Excel dashboards to uncover growth opportunities and optimise territory performance.
Assessed the impact of sales promotion awareness on rural brand performance, strengthening insights for future campaigns.
Evaluated rural distribution (GT) channels to enhance FMCG penetration and improve product availability.

Co-Curricular / Extra-Curricular Activities

- NCC 'C' Certificate Holder.
- NCC 'C' National Trekking Camp, Balrampur, U.P.
- Was Captain in Geeta Devi Football Tournament (2021).
- Secured 3rd Position in Football, XLRI Jamshedpur (2024).
- Coordinated events: NCC Events, INFERNO Fest, Army Awareness Run, Marketing, Club Events at AIMK and Dabur India Live Project.
- Core Member- Admission Team AIMK.

Personal Information

- **Fathers Name:** Hon.Lt.Raghvendra Singh(Retd.)
- **Date of Birth:** 26 Apr 2002 (Age: 23)
- **Permanent Residence:** Gwalior, Madhya Pradesh