



JATIN KUMAR

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PROFESSIONAL SUMMARY

An enthusiastic Business Management professional with expertise in Digital Marketing, customer management, and strong interpersonal skills. Certified in Digital Marketing, I am an avid reader and confident public speaker, always seeking to connect and grow.

KEY SKILLS

MS-Excel — Intermediate
MS-Office — Intermediate
MS-Word — Intermediate
Business Develop. — Intermediate
Photoshop — Beginner
WordPress — Beginner
SEO — Beginner
Tableau — Beginner
R Programming — Beginner

KEY POSITIONS HELD

Yoga Instructor | BYS | 2022 – Pres.
National Boxer | J&K | 2021
Accountant | PS & Assoc. | 2020

ACHIEVEMENTS

Cert. in DM | Digit. Academy | 2023
Cert. in Excel | Grant Thorn. | 2022
Cert. in DCA | Shivalika | 2020

AREAS OF INTEREST

Yoga, Reading, Sports, Gymnasium

PERSONAL DETAILS

D.O.B: 17 Sep 1999
Address: Jammu, J&K (180001)
Languages Known
English - Intermediate
Hindi - Advanced
Punjabi - Intermediate
Dogri - Intermediate

LINKEDIN ID

<https://www.linkedin.com/in/strajatin Kumar>

ACADEMICS

- **MBA** | Lovely Professional University, Punjab | 2021-23 | CGPA: 7.5
- **Specialization** | Digital Marketing, Finance
- **B.COM** | Cluster University of Jammu, J&K | 2018-21 | CGPA: 6.7
- **12TH** | Govt Boys HR. Sec. School, J&K (JK BOSE) | 2017-18 | Percentage: 75%
- **10TH** | Dr. Ambedkar Conv. School, J&K (JK BOSE) | 2015-16 | Percentage: 74.4%

Certifications

- **Digital Marketing Certification Program | Internshala | Nov 2024**
Learned key concepts: SEO, social media, content strategy.
Gained practical experience in Google Ads and email marketing.
Developed skills in analytics for measuring and optimizing campaigns.
- **Certified Digital Marketing Professional | Digital Academy | April 2023**
Acquired skills in SEO, PPC, and social media marketing.
Expertise in content creation, email marketing, and website optimization.
Proficient in Google Analytics for data analysis and campaign optimization.
- **Excel Training Certification Program | Grant Thornton | Sept 2022**
Advanced skills in data handling and spreadsheet organization.
Expertise in using formulas to automate calculations.
Proficient in creating visualizations for data presentation.
- **Essential Skills for Career Development | Future Learn | Dec 2021**
Completed a 2-week course (2 hours per week) on career growth strategies and communication techniques for lead engagement.
- **Diploma in Computer Application | Dec 2021**
Completed a one-year diploma, gaining proficiency in computer applications, including MS Office, basic programming, and database management.
- **Customer Care Executive | PMKY | May 2019**
Trained in client interaction and issue resolution, focusing on communication and problem-solving.

Work Experience

- **Business Development | NoBroker | Bangalore | July 2023 – Oct 2023**
Managed client engagement and lead generation, strengthening customer-focused marketing skills.
- **Accountant | Parshotam & Associates | Jammu | Jan 2020 – July 2020**
Organized data and created reports, building expertise in metrics analysis for decision-making.

Internships

- **Accounts Intern | Zeiss Pharma Ltd. | June 2022 – July 2022**
Handled data organization and ensured accuracy for insights.
- **Business Development Intern | Best Price Walmart | June 2019 – July 2019**
Executed marketing strategies to boost product visibility and engagement.

Extracurricular Activities

- **Vishwakarma Yojana | June 2024**
Participated in a one-week carpenter training program, gaining hands-on experience in furniture-making tools and techniques.
- **Certified Basics of Nutrition Professional | Poshan Abhiyaan | August 2023**
Acquired foundational knowledge in nutrition and health improvement strategies.
- **Securities Market Certification Program | NISM | Dec 2021**
Completed under Kotak Securities CSR initiative with a 70% quiz score, enhancing knowledge in securities markets.
- **Volunteer Experience**
 - Boxing Competitions: Represented at the state level, demonstrating discipline, focus, and competitive spirit.
 - Bhartiya Yoga Sansthan: Actively involved in promoting yoga and wellness, contributing to the community by practicing and teaching yoga.