

Durgesh Gaurav

+91-9097418585 • Delhi, India • durgeshgaurav96@gmail.com • [LinkedIn](#)

Profile Summary

Results-driven MBA graduate with a strong passion for digital marketing and having a solid foundation in traditional marketing principles. Adept at utilizing a variety of skill sets, such as consumer behaviour analysis, market research, and creative content creation, to develop and carry out cutting-edge online marketing plans. Seeking a career to utilize my knowledge, personal skills to gain comprehensive understanding at a reputed organization to take responsibility and contribute significantly.

Project Experience

Green Product Purchase Behaviour (Management Thesis & Seminar)

Apr 2022 - June 2022

- Conducted, analysed, and summarized articles and research papers under faculty guidance.
- Explored consumer perception towards purchasing green products.
- Provided recommendations as mentioned:
 - Emphasizing eco-friendly and safe products as green products.
 - Encouraging companies to focus on green processes and products.
 - Increasing awareness among customers about green products' benefits.
 - Noted the increasing trend of environmentally conscious consumers willing to pay more for green products.

Management Project – PGDM

Dec 2022 - Feb 2023

- Developed case study (Titled - "Sustainable Practice-Greensole") using thorough primary & secondary data research.
- Analysed the organisation's Business Model, Revenue Model & Sustainable Business practices adopted.
- Identified the latest trends, consumer pain points, consumer expectations prevalent in leather footwear market.
- Analysed the organisation's (Greensole's) value proposition, consumer perception & customer targeting strategy.
- Performed competitive analysis, and recommended strategies for future business growth & expansion.

Education

Course	Year	Institute	CGPA/%
PGDM - Marketing	2023	Institute of Management Technology, Hyderabad	5.75
BCA	2017	CIMAGE, Patna	63.62
Higher Secondary-XII	2014	Saraswati Vidya Mandir, Munger (Bihar)	57.60
Secondary-X	2012	Notre Dame Academy, Munger (Bihar)	72.20

Awards & Achievements

- Event manager for education fair working with Professional Academy, Patna
- Won chess champion award at intercollege competition.

Certifications

- Marketing Analytics Certification by **Coursera**
- Digital Marketing by **Digital Vidya**
- Google Ads Search Certification by **Google**
- Google Analytics Certification by **Google**
- Email Marketing Certified by **HubSpot**
- Inbound Marketing Certified by **HubSpot**
- SEO Certified by **HubSpot**
- Social Media Certified by **HubSpot**

Core Skills

- Digital Marketing, Marketing, Online Marketing, Social Media Marketing, Product Marketing, Business Understanding, Business Presentations, Relationship Building, Secondary Research, Primary Research, Client Engagement, Report Writing, Microsoft Excel, Event Management, Sales & Business Development

Others

- Soft Skills: Communication, Teamwork, Adaptability, Leadership
- Tools: MS Office (Excel, PowerPoint, Word)
- Interests: Playing Chess, Cricket, Listening Music, Watching Movies
- Languages: English, Hindi