**RESUME**



**PRAFFUL KATIYAR**

Contact No: 8109843975

Email ID: Praffulkatiyar4@gmail.com

LinkedIn ID: linkedin.com/in/prafful-k-4656b3110

**CAREER OBJECTIVE**

To be a part of a progressive organization where my knowledge & skills can contribute to the company's goals and achievements and also aid my own personal and professional growth

**EDUCATION QUALIFICATION**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Degree/ Certificate** | **Institute/ School** | **Board / University** | **Year of Passing** | **Result** |
| **MBA (Finance & Marketing)** | Institute of Professional Education and Research (IPER) Bhopal | Barkatullah University, Bhopal | 2019-21 | **76.3%** |
| **B.COM (Computers)** | Career College, Bhopal | Barkatullah University, Bhopal | 2019 | **64.4%** |
| **HSSCE** | Mansarovar Public School, Bhopal | C.B.S.E, New Delhi | 2016 | **62.8%** |
| **SSC** | Mansarovar Public School, Bhopal | C.B.S.E, New Delhi | 2014 | **58.9%** |

**SKILLS & PROFICIENCY**

Analytical Skills : Able to use tools like Google Analytics, video editing, search engine optimization,

MS office Excel , PowerPoint, SQL basics

**EXPERIENCES**

**EXPERIENCE** **1**.

**1 year 2months of Working experience in The Rameshwaram as a Marketing executive and**

**Business Development (2018-2020)**

**RESPONSIBILITIES**

\* Develop marketing communications campaigns and social media marketing

\*Identify, develop, and execute communications strategy for key media contact and

customer

\* Working on Presales on platform like justdial ,olx and handling sales executive team

**EXPERIENCE** **2**

**Worked in ICICI bank as a deputy manager for 5 months in wealth management (Feb2021-**

**June2021)**

**RESPONSIBILITIES**

\* Achieving monthly sales target

\*Handling business in wealth management branch and solving the escalations of

Customers

\*Developed business by cross selling the bank products and services

\*Collaborated with product team, shared the customer experience and assisted in product management

\*Nurtured HNI client relationships through continuos client engagement

\*Owned complete responsibility and ownership of client portfolios,kept client plans up to date

\*Handling sales executive team

**EXPERIENCE** **3**

**Worked in R.K parakh and company as an junior accountant ( Aug21- Present)**

**RESPONSIBILITIES**

**\*** Worked on tally erp 9, Accounting , income tax returns, auditing

\*Auditor ( invoices, order bill, accounting, sales invoices , rent auditing)

\* Prepare , assist , liability,capital accounts entry by compiling and analyzing account

Information.

**VIRTUAL INTERNSHIPS**

1. Company : Insplore consultants private limited (Delhi)

Duration  : 60 days

Job Roles & : - Generate the leads from the market through calls

Responsibility - Handling customer grievances

**2.** Company : PEC attestation (pune)

Duration : 60 days

Job Roles & : Digital marketing executive

Responsibility : Data mining, SEO offpage activities, Social bookmarking,

Classified ads, Business video editing and optimization

**ONLINE CERTIFICATIONS**

1. Name : Google digital unlocked

Source/Agency : Google

Details : Learned about online marketing, social media marketing, email

Marketing and search engine optimization(seo)

1. Name : Marketing analytics by university of virginia

Source/Agency : Coursera

Details : Learned marketing process, brand value, customer lifetime value

**ACHIVEMENTS**

* Received an appreciation for my work during internship in graduation and reward for the same

**HOBBIES & INTERESTS**

* Playing cricket
* Reading geo-politics articles

**PERSONAL DETAILS**

* **Father’s Name :**  Rajesh Katiyar
* **Date of Birth :** 04/08/1998
* **Permanent Address :** Gx-10 Sourabh Nagar Kolar Road Nayapura, Bhopal

**DECLARATION**

I hereby declare that the above Information is true to the best of my knowledge**.**

**Place: Bhopal**

**Date: PRAFFUL KATIYAR**