



VIPIN KUMAR UPADHYAY
Sector-62 Noida ,Gautam buddha nagar UP
8299499052 | vipink0023@gmail.com

Objective

To enhance my professional skills, capabilities and knowledge in an organization which recognizes the value of hard work and trusts me with responsibilities and challenges.

Projects

- **INTERNSHIP 1**

Duration :- 45 days

From : 15/06/2018 to 30/07/2018

Completed

*CONSUMER BEHAVIOUR and SALES PROMOTION in HCL Lucknow Uttar Pradesh

Marketers need to understand the buying behaviour of consumers for their products to do well.

to boost sales of a product by creating demand, that is, both consumer demand as well as trade demand.

- **INTERNSHIP 2**

Duration :- 30 days

From :-31/05/2021 to 16/07/2021

Completed

I have visual metaphor for the path taken by a potential customer as he or she moves towards becoming a customer.

The goal of marketing sales in this model is to do lead generation for the sales team by getting as many prospects in at the top of the funnel and convert them into customers.

I have **sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations**, or creation of a corporate image.

Education

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|---|------|
| • Uttar Pradesh technical University Lucknow
MBA(Marketing & IT) | 2019 |
| • Dr.Ram Manohar Lohiya Awadh University Faizabad
B.Sc (PME) | 2017 |
| • UP Board
Higher secondary (Maths) | 2014 |
| • UP Board
Matriculation (Science) | 2012 |

Skills

- Team work
- Quick learner
- Hard work
- Leadership
- Team handling
- Problem solving

Computer Qualification

- Course on computer concepts (CCC)
Duration - 90 days,
completed.

Interests

- Music
- Sports
- Traveling
- Pet care
- Work out

Personal Details

- Date of Birth : 03/02/1999
- Marital Status : Unmarried
- Nationality : Indian
- Father Name : Satish chandra upadhyay
- Language : English , Hindi
- Postal address : Wazidpur malhipur Sultanpur Uttar Pradesh 222301

Declaration

- I hereby confirm that all the information provided in the resume stands true.

VIPIN KUMAR UPADHYAY