

# PAPIJENNI VENKATA TARUN KUMAR REDDY

8-71, JC Agraharam, Bestavaripeta ✧ Ongole, Andhra Pradesh

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## OBJECTIVE

To leverage my MBA training and hands-on experience in sales and marketing to design and implement innovative strategies that drive revenue growth, expand market presence, and strengthen customer engagement. I aim to lead and collaborate with cross-functional teams to achieve ambitious sales targets, deliver measurable results, and contribute to the long-term success of the organization this objective which you have given is not so convincing to me are you sure this is good, please dont hesitate and make changes if really needed

## EDUCATION

<b>Master of Business Administration</b> , (Pursuing)	2024 - 2026
Army Institute of Management, Kolkata	
<b>Bsc(Hons) Agriculture</b> , (74.4%)	2020 - 2024
Sam Higginbottom University of Agriculture, Technology and Sciences, Prayagraj	
<b>High School Education</b> (88.6%)	2018 - 2020
Sri Chaitanya Junior college, Vijayawada	
<b>Secondary School Education</b> (92.15%)	2017 - 2018
Alpha High School, Cumbum	

## SKILLS

<b>Technical Skills</b>	MS Excel (Data Analysis, Pivot Tables, VLOOKUP), MS PowerPoint, Canva (Poster and Certificate)
<b>Soft Skills</b>	Communication, Team Leadership, Team Collaboration, Problem Solving, Customer Engagement

## PROJECTS

### ● Nestlé – Sales & Marketing Intern

Conducted market research across 80+ new non-billing outlets, identifying gaps in product availability and opportunities for expansion.

Successfully placed Purina Pet Food products in 6 new retail outlets, expanding distribution and shelf visibility.

Analyzed competitor activity and consumer behavior insights to support in-store brand execution and optimize product placement strategies.

Assisted the sales team in retail expansion initiatives, contributing to growth in market availability and customer engagement.

### ● Vista Seeds – Industrial Trainee (Hyderabad)

Acquired practical knowledge of hybrid seed production, quality testing, and marketing processes, bridging technical expertise with sales exposure.

Executed product sales to 4 different dealers, strengthening distribution networks and enhancing market reach.

Supported R&D initiatives aimed at improving seed quality and sustainable farming practices.

Gained insights into distribution strategies and dealer engagement, building understanding of agri-input marketing.

● **RAWE (Rural Agriculture Work Extension)** Surveyed 3 villages and engaged with 100+ farmers to assess agricultural practices, socio-economic challenges, and living conditions.

Delivered demonstrations of innovative farming practices, raising awareness of sustainable techniques and improved resource utilization.

Collected and documented field data, submitted to the university, and escalated to the state government for agricultural development consideration.

Strengthened farmer relations by recommending practical, sustainable solutions to on-ground challenges.

## CERTIFICATIONS

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- Essentials of Digital Marketing and Lead Generation covered SEO, SEM, lead nurturing, social media campaigns, and analytics fundamentals
- Create your e-commerce store with shopify

## ROLES AND RESPONSIBILITIES

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- **National Service Scheme (NSS) Volunteer** 2020 - 2024

Led and participated in multiple community awareness campaigns on health, education, and environment. Organized clean-up drives and poster campaigns that engaged 500+ students and local residents, promoting social responsibility.

## ACHIEVEMENT

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- **Sports Leadership:** Represented SHUATS in the All India Inter-University Kho-Kho Championship (North Zone), demonstrating teamwork, resilience, and discipline at a national level.
- **Cultural representation:** Represented AIMK at Spring Fest, IIT Kharagpur through dance, showcasing creativity, collaboration, and institutional pride.

## LANGUAGES

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- English • Hindi • Telugu

## INTERESTS

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- Dance : Represented my institution in Spring Fest(IIT Kharagpur) • Music