



Army Institute of Management Kolkata

Prabhakar Kumar Yadav

+91 9305733624 prabhakar2843a@aim.ac.in

linkedin.com/in/prabhakar-kumar-yadav2607 Portfolio



MBA candidate specializing in Marketing with experience in market research, campaign execution, and consumer analytics. Strong foundation in communication, leadership, and problem-solving, with a focus on applying data-driven insights to business growth.

Education

- Army Institute of Management**, Kolkata, W.B *July 2024 – June 2026*
Master of Business Administration in Marketing
SGPA: 7.83/10
- University of Lucknow**, Lucknow, Uttar Pradesh *August 2019 – May 2022*
Bachelor of Arts
Percentage: 58.02%
- J G Rai Inter College**, Ballia, Uttar Pradesh *April 2016 – March 2017*
Higher Secondary (12th), PCM
Percentage: 82.8%
- S K U M V**, Ballia, Uttar Pradesh *April 2014 - March 2015*
Secondary School (10th)
Percentage: 80.06%

Skills and Certifications

- Digital Tools and Analytics:** Google Analytics, Microsoft Excel (Advanced), MS Office Suite, Canva, Grammarly
- Marketing Knowledge and Techniques:** SEO, Consumer Behavior, Retail Strategy, Market Segmentation
- Frameworks and Strategic Models:** SWOT, STP, AIDA, Customer Journey Mapping
- Certifications:**
 - Marketing Strategy Mastery: Business Fundamentals - Digital Marketing: SEO, Web Traffic, Content, and Social Media
 - Google Analytics for Beginners - Marketing Analytics Mastery

Projects and Internships

- Marketing Intern – Axiom Ayurveda Pvt Ltd**, Lucknow *June 2025 – August 2025*
 - Conducted market research survey across **100 retailers** and **220 consumers** to evaluate pricing strategy, pack size preference, and purchase intent in the FMCG beverage category.
 - Supervised and coordinated a team of **10 interns** to ensure timely data collection, cleaning, and reporting.
 - Prepared a consumer insights report that revealed a **12% higher purchase intent** for mid-size packs, contributing to the company's digital sales strategy.
 - Utilized Excel, Google Analytics, and statistical tools to generate dashboards and visual reports for management review.
- M-PARICHAY (Market Parichay)** *July 2024 – August 2024*
 - Executed a field study of **150+ consumers** on FMCG products, analyzing price sensitivity, brand perception, and purchase behavior.
 - Applied STP (Segmentation, Targeting, Positioning) and AIDA frameworks to evaluate retail promotion effectiveness in Tier-2/3 markets.
 - Delivered actionable insights that highlighted packaging, price-points, and promotion channels as key drivers of consumer choice.
- Mahakumbh – In-Context Marketing Research** *March 2025*
 - Researched in-context marketing campaigns at Mahakumbh 2025, analyzing how brands leveraged event marketing and experiential strategies to reach millions of pilgrims at scale.
 - Examined brand initiatives focused on consumer engagement and comfort facilitation (hydration kiosks, digital service booths, rest areas), identifying how such efforts improved brand visibility and goodwill.
 - Documented insights on mass outreach campaigns, highlighting the effectiveness of contextualized messaging and cultural alignment in driving consumer trust and adoption.

Co-Curricular / Extra-Curricular Activities

- General Secretary – Student Council, AIM Kolkata
- Selected for L.R.D.C. Parade (Lucknow Republic Day Contingent)
- Winner – Debate Competition, Winner's Institute
- Voice-over for cultural events and college functions
- Runner-up – MCKVIE Business Case Competition
- UP Under-19 and Under-23 Cricket Selection Camp