IBS®
ICFAI BUSINESS SCHOOL

Mumbai

SHIKHAR

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D.O.B   :   04th July 1996

CAREER OBJECTIVE: Seeking a job in marketing field where I can pursue a highly rewarding career by utilizing my communication and technical skills efficiently for the organizational growth in healthy environment.

ACADEMIC CREDENTIALS :

Qualification	Institution/University	Percentage/CGPA	Year
PGPM	ICFAI Business School-Mumbai	6.61	2018-20
B-Tech in Computer Science	S.H.U.A.T.S, Allahabad	7.21	2014-18
HSC	Delhi Public School, Vindhyanagar	64 %	2013-14
SSC	Delhi Public School, Vindhyanagar	9.8	2011-12

SUMMER INTERNSHIP PROJECT : THE PROJECT HEALTH

Project Title: Building relations and networks to increase brand visibility and client base through Direct Marketing

Work Involved:
➢ Developed and accomplished a lead generation plan including Outbound and Inbound prospect management
➢ Met prospective clients and emphasising product features and benefits with focus on the value of the solution
➢ Prospected, educated, and generated interest for Sales Opportunities

ADDITIONAL PROJECTS UNDERTAKEN: LG

Work Involved:
- Greet customers and ascertain what each customer wants or needs.
- Sold products and services using solid arguments to prospective customers

ADDITIONAL PROJECTS UNDERTAKEN: PHARMEASY

Work Involved:
- Created sales leads through referrals, business directories and even cold calling to pursue new clients
- Monitored sales and market trends within specific industries

CERTIFICATION COURSES:

MARKETING MANAGEMENT
- Acquiring Marketing
- Skills Strategies making
- Implementation and Planning

DIGITAL MARKETING
- Building Framework
- Develop story for your brand
- Conversion Optimisation

SUMMER INTERNSHIP PROJECT : (Graduation)
- Developed an app on food ordering system – "Mumbai Dabbawalla "
- Developed Web Browser App through link view in tie up with Hewlett Packard
- Created a web page for E-filling of Income Tax at MNNIT, Allahabad

AWARDS AND ACHIEVEMENTS
- Made an app in final year called Mumbai Dabbawalla 2018
- Successfully completed the Android Training from HP 2017
- Prepared a website in bootstrap for college fest 2016
- 3rd prize to entire team for best performance in year 2015 web development.
- Completed the project on Robotics training.

COMPUTER LITERACY :
- MS Office (Word, Excel, Access, PowerPoint, Outlook)
- Programming in C , Java

CO-CURRICULAR ACTIVITIES:
- Volunteered as a core team member in Konflux, IBS in 2019
- Participated as a core team member in BrandIt, IBS in 2018

LINGUISTIC PROFICIENCY :
Eg: English, Hindi

HOBBIES & INTERESTS :
Eg: Cooking , Travelling