

Yashraj Srivastava

MBA - Marketing & HR | Graphic Design & Digital Marketing



[linkedin.com/in/srivyash](https://www.linkedin.com/in/srivyash)

fb.me/yash.srivastava.1023

[srivastava_yash](https://www.instagram.com/srivastava_yash)

+91-7007915640

Yashsrivastava0@gmail.com

Lucknow

An agile MBA graduate seeking a career path which provides great learning, challenging roles with growth and opportunities that help me to apply my strengths into the right direction in the pursuit of a successful career

EDUCATION

2017 - 2019
IILM ACADEMY OF HIGHER LEARNING - LUCKNOW
MBA - 65.6%

2014 - 2017
LUCKNOW UNIVERSITY
BBA - International Business
CGPA - 64%
10th - 60.8%
12th - 67%

Certification - Advanced Diploma in Computer Applications

INTERNSHIPS

1: Internship - Reliance Jio GenNext(Mumbai) : Digital marketing intern (Evaluated over 100 startups)
2: Live project - Big Bazaar India :Marketing & Sales

GRAPHIC DESIGNING

- **Application & Design: Adobe Photoshop CS5, Adobe Lightroom, Snapseed, Adobe Premiere Pro, Flash**

SKILLS & EXPERTISE

- Agile & Self-Starter
- Positive work attitude & ethics
- Team-player, Customer focused
- Excellent verbal & written communication skills
- Resilient

WORK EXPERIENCE

Operations & Logistics Executive - UBER

July 2019 - Present

- Working on strategising the on-boarding and partnerships for new drivers and partners for Uber and Uber Moto Respectively.
- Launched MOTO WP in Sep 2019 in Various Cities in Uttar Pradesh. This involved Supply Building, Driver Growth, Marketing, Demand Building and thereafter Stable MarketPlace Growth.
- Competitive analysis and Intelligence
- Trainings to different Partners
- Assisting Launch in various cities
- P&L Analysis with competitors

ACHIEVEMENTS, INTERESTS & OTHER DETAILS

- Won "**Silver Medal**" by the chancellor for Overall performance in MBA
- Class Representative in BBA 1st year- Managing day to day activities of the class, coordinating with the lecturers on class schedules and various workshops for the batch.
- School Vice Sports Captain- To smoothly organize the sports events in the school all-round the year. This involved regular interaction with teachers and other house captains and draw a schedule to fit everyone's convenience.
- Won the Inter House athletics, Shot-put and played in the CBSE Cluster Cricket Tournament 2010.
- An active SCOP(Student committee of placement) member.

INTERESTS

- A great sports enthusiast and love to play Cricket & Badminton.
- A passionate photographer with keen interest in photo & video editing.
- Listening music & reading books