

CURRICULUM VITAE

VIKHYAAT SIKAND

78-A, Ayodhya Kunj, Arjun Nagar
Agra, Near Gyan Bharti School,
Opp.-Shri Radha Krishan Temple
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Objective:

To work in a competitive and challenging work environment constantly improving my technical and interpersonal skills and contributing to organization growth in line with personal growth.

Academic Qualification:

- B. Sc. from Dr. B.R.A. University, Agra.
- XII from MP Board in 2014.
- X from UP Board in 2010.

Skill Sets:

- More than 7 years of expertise in Pay Per Click marketing.
- Consulting member to the Listing Optimization Team for PW.
- Expertise in the Risk Management of Marketing.

Experience

Physics Wallah Pvt Ltd

Physics Wallah Private Limited is an Indian multinational educational technology company headquartered in Noida, Uttar Pradesh. It was founded by Mr.Alok Pandey and Mr.Prateek Maheshwari in 2020. It became a unicorn in June 2022 and has a present valuation of more than \$3.1 billion

- Proficiently Handling the **Amazon and , Flipkart Ads** for All verticals of PW.
- Involved in **Strategic Planning and Optimum Resource Utilization team** for PW Marketing which succeeded in the following books **ranking as best sellers** in Amazon:
 - o **NEET 36 Years**
 - o **JEE 5 Year**
 - o **NEET Rankers**
 - o **NDA**
 - o **JEE Rankers**
 - o **GATE and others.**

Oswaal Books & Learning Pvt Ltd

Oswaal Books is a publishing company who publish the Question Banks, Sample Papers and other books of CBSE, ICSE, ISC, Karnataka and other boards along with JEE, NEET, GATE, CAT & CLAT and holds the No.1 position in publishing for CBSE books in its category.

Manager - Digital Marketing (June'18 to Feb 23)

- Managing complete Youtube operation of the company along with a valuable intervention towards Amazon Advertising, Google ads & all e-commerce platforms.
- Handling 300+ youtubers who promote company's books through their videos which helps in increasing branding and sales of the company.
- Handling a team of 3 People who are managing complete digital marketing campaigns of the company.

Prathvimedha Panchgavya Utpad Pvt Ltd

Technical Support Specialist (Jan'18 to June'18)

- Handled E commerce and IT operations of the company
- Listing the product of the company on all the e commerce platforms
- Resolve the IT issues of the company like Manage the server up-down, ensure internet and PCs should work properly in the company and no one face any issue.

Intelenet Global Services

Call Centre Executive (Jan'17 to Jan'18)

- Inbound call center executive in the process of SBI.

Strengths

- A sound knowledge of my domain
- Relationship building
- Convincing Skills
- Idea Generation

Hobbies

- Learning
- Listening Music

Personal Information:

Name	:	Vikhyaat Sikand
Date of Birth	:	04 Mar 1995
Father name	:	Mr. Sanjay Walia
Marital Status	:	Unmarried
Nationality	:	Indian
Language	:	Hindi & English

Declaration:

I hereby declare that the particulars of information and facts stated herein above are true, correct and complete to the best of my knowledge and belief.

Date:

(VIKHYAAT SIKAND)

Place: