

VIVEK BHARDWAJ

+91-9711424448
2K20/UMBA/49

vivekbhardwaj_2k20umba49@dtu.ac.in

EDUCATION

MBA Pursuing	2020-2022	Delhi Technological University (DTU), Delhi	85.4% (1 st Year)
Bachelor Degree (BBA)	2016-2019	BCIPS, Dwarka sec-11, GGSIPU	76.5%
CBSE (Class XII)	2016	Bhai Parmanand Vidya Mandir, Surya Niketan	76%
CBSE (Class X)	2014	St. John's Academy, Jwala Nagar	74.1%

INTERNSHIP

Summer Intern, **Outlook Group, Delhi**

May 2021 – July 2021

Has made a name for itself in the list of top service providers.

Marketing Intern:

- Engaged in customer interaction for product learning.
- Learnt about marketing strategies & marketing analytics.
- Understood customer relationship management, product & brand management, and advertising & integrated communication management.
- Learnt about digital marketing audit report.

Winter Intern, **Outlook Group, Delhi**

Jan 2021 – Feb 2021

Marketing Intern:

- Learned & understand various aspects of sales & marketing.
- Worked on live projects through customer acquisition & business development.
- Got to understand consumer behavior.
- Developed sales strategies for the company
- Team meetings and discussions to provide new ideas for business growth.

Summer Intern, **Sharekhan Limited, Jhandewalan**

June 2018 – Aug 2018

Consumer Executive (Sales):

- Learn about trading in shares.
- When to buy and sell shares.
- Which Companies share should we buy.
- How long should we hold the shares.

ACADEMIC PROJECTS

- **Project Report on Amul and Mother Dairy (Business Research Methodology);**
Role: Brand Switching Analysis, Paired Comparative Analysis, Multi Criteria Decision Making and Markov Analysis.
- **Comparative analysis of equity and derivative market;**
Undertook the project while interning at Sharekhan limited.
- **Case Study on Amazon;**
Through this study we got to know about the current and future business strategies of Amazon, the HRM strategies of the company, the hiring strategies (50,000 employees) at the company and the improvements required in the workplace policies of the company.

ACADEMIC ACHIEVEMENTS AND AWARDS

- In class 12th, I made a name for myself in the toppers list of Economics.
- Secured 2nd position in Zonal of cricket in 2016.
- Won several competitions in cricket at school level.

POSITIONS OF RESPONSIBILITY

- **Vice-President of Public Relation Cell**, USME, DTU (2021-22)
- **Member of Public Relation Cell**, USME, DTU (2020-21)
- **Member of Rotaract Club**, USME, DTU (2021-22)
- **Organizer of a webinar**, USME, DTU
- **Captain of School Cricket Team** in Class XII.

EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- **SAHYOG (NSS)**; The objective was to donate food and other necessary items to the needy people during the pandemic.
- **Certificate**: Participated in International Commerce Olympiad - 2014
- **Certificate**: Participated in Problem Solving Assessment Conducted by CBSE in 2014

SKILLS

- English Proficiency (Written)- Advanced
- English Proficiency (Spoken)- Advanced
- MS Office- Intermediate
- MS Word- Advanced
- MS PowerPoint- Advanced

STRENGTH

- Public Speaking Ability
- Confidence
- Team Management & Team Work qualities
- Critical Thinking Skill
- Adaptable
- Always Completing Goals within Time

HOBBIES

- Playing Cricket
- Listening Music
- Traveling and Exploring new places.

DECLARATION

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief.