

RESUME

Shashank Shekhar Singh

PGDM | 2019 – 2021

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ACADEMIC QUALIFICATION

Year	Degree	University/Institute	% /CGPA (10)
2019-2021	PGDM	Apeejay School of Management (New Delhi)	8.06
2015-2018	B. Com (Hons.)	Trinity Institute of Professional Studies (GGSIPU)	6.8
2014-2015	Class XII (CBSE)	Kendriya Vidyalaya I N A Colony	60%
2012-2013	Class X (CBSE)	Kendriya Vidyalaya I N A Colony	6.4

PGDM Specialization

Marketing & Operations

WORK EXPERIENCE

INTERNSHIPS

Bisleri International Pvt. Ltd. Management Trainee Feb 2021 – May 2021

- Maximized the activation of clients (B2B) in Corporate vertical at South and East- Delhi region.
- Managed the authorized distributors of Bisleri by checking inventory and timely supply.

Bajaj Finserv Ltd. Sales & Operations Officer 3rd Oct 2020 - 4th Dec 2020

- The aim was to maximize the sale of Bajaj EMI card to the new customers as well as retaining the existing customers.
- Increasing Finance penetration and Cross sell.
- Understanding the finance process how it is done from pre logins to files disbursement.

Paramount Consultancy Ltd. Social Media Marketing Intern 10th Aug 2020 – 10th Oct 2020

- Analyzed social media campaigns and determined areas for social media campaign improvement.
- Increased the reach of Paramount through different social media platforms and monitored the competitors.
- Worked with copywriters and designers to ensure content is informative and appealing.

LIVE PROJECT

ITC Ltd. Marketing & Operations Intern 16th Oct 2019 – 27th Oct 2019

- Handled the Sales & Operations of B-Natural Juices & Biscuits of ITC in Big Bazar store of Ambience & Sahara Mall, Gurgaon.

Apeejay School of Management

RESEARCH PROJECTS

1st April 2020 – 31st July 2020

- Conducted a primary research on “**Factors affecting consumer satisfaction towards E-Payments/Wallets**”.
- Analysed data through SPSS.
- Conducted a market research of competitors and STP analysis of Pushpanjali’s – FMCG product.**

CERTIFICATIONS

- Sales Training – Techniques for human centric sales process by HubSpot Academy from Coursera
- The Fundamental of Digital Marketing by Google
- Procurement and Logistics accredited by The Chartered Institute of Logistics and Transport
- Career Edge- knockdown the Lockdown by TCS iON
- Excel skills for business by Macquarie University, Sydney from Coursera
- Google Analytics for Beginners by Google

ACCOMPLISHMENTS & EXTRA CURRICULAR ACTIVITIES

- Achieved **2nd position in Business Plan Competition** conducted by Entrepreneurship Cell at Apeejay School of Management. (26th June 2019)
- Achieved **awards in Singing competitions** at school & college level.
- Coordinated cultural events of annual fest “Synergy” and compered throughout all activities as a part of cultural core team. (Synergy 2020)
- As a **Head of CSR committee** coordinated & compered various events in CSR Club of Apeejay School of Management. (July 2019 – March 2021)
- Worked in the **Sponsorship team** for Annual Cultural Fest Synergy. (October 2019)
- Worked with “AWAAZ: THE NGO, India” as a Marketing & Sponsorship Head for IIT BHU Spardha 2018.
- Volunteered for Saturday Mega Shramdaan, Plastic Free Dwarka conducted by Green Circle.
- **“A”** certificate holder in **NCC** & **“Rajya Puraskar”** holder in **Scouts & Guides**.
- Coordinated & compered “11th National Conference on Contemporary Management Research” at Apeejay School of Management, 6th March 2020.

SKILLS & COMPETENCIES

- Proficiency in Excel, Word, Power Point.
- Problem Solving
- Smart working & Learning spirit.
- Client Relationship & Connect with people easily.
- Team work and Adaptability.

PERSONAL DETAILS

FATHER’S NAME: Mr. S. B. Singh
MOTHER’S NAME: Mrs. Kiran Singh
D.O.B.: 17th September, 1997
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