

**Abhiraj Tiwari**

**Enrollment Number: 19BSP3711**

**Area of Specialization: Marketing and Finance**

https://www.linkedin.com/in/abhiraj-tiwari-343a0a196

**Educational Qualification:**

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| --- | --- | --- | --- | --- |
| **Degree** | **College/School** | **Board/University** | **Year of passing** | **CGPA/Percentage** |
| **Pursuing PGPM** | **IBS Gurgaon** | **ICFAI Business School, Gurgaon** | **2021** | **5.7** |
| **BBA (IB)** | **University of Lucknow** | **University of Lucknow** | **2019** | **55.81** |
| **XII** | **A I Inter College** | **National Institute of Open Schooling** | **2014** | **72.57** |
| **X** | **Lucknow Public School** | **Central Board of Secondary Education** | **2012** | **6.2** |

**Summer Internship at IBS Gurgaon**

* **Company:** “**Liberty Shoes Limited**”
* **Project Title:** “**Marketing Mix of The Liberty Shoes Limited**”.
* **Project Area:** Marketing
* **Project Synopsis:** My internship project at Liberty Shoe Limited involved the study about the **Preferences and Buying Behavior of Consumers** about LIBERTY Footwear. The Research was done using the survey method and with a help of planned questionnaire. The internship also included working on marketing techniques and concepts for the brand promotion and fundraising activities of various stores.
* **Duration:** 14 weeks (Feb to May, 2020)

**Additional Projects Undertaken:**

* **2020:** Social Media Marketing of “International MUN”.

**Certifications:**

* Personal Development & Personal Transformation from Udemy in 2020.
* Fundamentals of Digital Marketing from Google in 2020.
* Course on Computer Concepts from N.I.E.L.I.T in 2015.

**Professional Skills**

* MS OFFICE (Excel, PowerPoint, Word).
* Team Player
* Decision Maker
* Problem Solver
* Goal Oriented

**Extra-Curricular Activities & Hobbies**

* Exploring New Places.
* Playing cricket.
* The Bharat Scouts & Guides ‘State’ level certificate holder.

**Personal Details**

* Date of Birth: 26TH March 1997
* Gender: Male
* Mobile Number: 8840757631
* Email ID: abhirajtiwari09@gmail.com
* Father’s name: A K Tiwari
* Residential Contact Number: 7905006975, 7753897770
* Permanent Address: 4B/282 Vrindavan Yojna, Behind Cosmos Hotel,

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