

Shashank Shekhar Singh

PGDM | 2019 - 2021



ACADEMIC QUALIFICATION

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

PGDM Specialization

Marketing & Operations

WORK EXPERIENCE

INTERNSHIPS

Bisleri International Pvt. Ltd.

Management Trainee

15th Feb 2021 – 31st May 2021

- The aim is to maximize the activation of clients (B2B) in Corporate vertical at South and East- Delhi region.
- Managing the distributors by checking inventory and supply.

Bajaj Finserv Ltd.

Officer – Sales

3rd Oct 2020 - 4th Dec 2020

- The aim was to maximize the sale of the 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

- Analyzing social media campaigns and determine areas for social media campaign improvement.
- Increasing the reach of Paramount through different social media platforms and monitoring the competitors.
- Worked with copywriters and designers to ensure content is informative and appealing.
- Learned new tools and techniques of SMM through workshops.

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, Gurugram.

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

EXTRA CURRICULAR ACTIVITIES

- Core team member and coordinated Annual Cultural Fest Synergy 2020.
- Achieved 2nd position in Business Plan Competition conducted by Entrepreneurship Cell, Apeejay School of Management, 26th June 2019
- Head of CSR committee & managed various events of CSR Club of ASM.
- Worked in the Sponsorship team for Annual Cultural Fest Synergy 2019.
- Achieved 1st position awards in Singing competitions at school & college level.
- Worked with “AWAAZ: THE NGO, India” as 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 & Managed in the 11th National Conference on Contemporary Management Research, Apeejay School of Management, 6th March 2020.

SKILLS & COMPETENCIES

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

Email: shashankssingh.asm@gmail.com | **Address:** D-20, Palika Niwas, Lodhi Colony, New Delhi-110003 |

Phone: +91-8285808859

LinkedIn: <https://www.linkedin.com/in/shashankss97>