





**Date of Birth :** 23<sup>rd</sup> February 1999

#### CONTACT:

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#### KEY SKILLS:

- Data Analytics
- Digital Marketing
- Sales and Negotiation
- Social Media Management

#### LANGUAGES:

- English
- French
- Marathi
- Hindi

## TANMAY POTPHODE

**CAREER OBJECTIVE:** To secure a challenging position in your esteemed organization to expand my learnings, knowledge, skills and break through the threshold of a regular 9-5 job approach.

#### PROFILE SUMMARY:

- Pursuing PGDM in Marketing.
- A dedicated and passionate individual with the ability to work in a fast-paced, dynamic work environment.
- Believes in fostering good relations with the clientele, and developing a Pragmatic approach towards work.

#### SUMMER INTERNSHIP PROGRAM: PGDM - MARKETING (MAY 2021 – JULY 2021)

**COMPANY'S NAME:** The Outlook Group

- **PROJECT TITLE:** Understanding the structure of Advertisement and Promotion Industry

#### ROLE AND IMPLEMENTATIONS:

- Lead Generation and creating a Sales Funnel.
- Prospecting Potential Clientele using SPANCO method
- Following up with customers, maintaining cordial relations.
- Analysing the product mix to identify the best-selling products.

#### ACADEMIC CREDENTIALS:

Program	Institute/University	Year	% / CGPA
PGDM	Durgadevi Saraf Global Business School	Pursuing	8.24
BMS	Kelkar college of Arts, Science, and Commerce	2020	73%
HSC	Kelkar college of Arts, Science, and Commerce	2017	80.77%

SSC	Vasant Vihar High School	2015	89.20%
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### HOBBIES/ INTEREST:

- Played Badminton at University Level
- Voracious Reader
- Pop Music Enthusiast
- Avid Cyclist

### WORK EXPERIENCE:

- Marketing Trainee at TechEra from April- May 2021.
- Marketing and Sales Intern at The Outlook Group from May-July 2021.
- Interned as a Content Creator at the SilverLabs Inc for a month.

### CERTIFICATIONS & PROJECTS:

- Completed B1,A2,A1 Diplomas in French from Alliance Française, Bombay
- Digital Marketing Fundamentals from Google
- Marketing Analytics from University of Virginia(Coursera)
- Understanding Neuro-marketing, from Udemy

### EXTRA CURRICULAR ACTIVITIES:

- Working as a part-time French Tutor.
- Was the Head of Admin Department of Inter-collegiate Festival
- Represented college at university Badminton tournaments.