

Name: Abhinav

Qualification: MBA, Pursuing PGD MM

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## OBJECTIVE:

To make optimum utilization of my knowledge and skills, utilize opportunities effectively for professional growth and to contribute in the best possible way for the betterment of the organization and self.

## PROFESSIONAL EXPERIENCE:

1. Currently heading the Operations and Marketing department for a digital marketing startup **SorcX technologies private limited** and its Canadian subsidiary **Kites Solutions limited** as Senior Manager since November 2021.
  - First employee hired by the founder and CEO Mr Vikas Kesari and tasked with the responsibility of heading the marketing and operations of SorcX and Kites Solutions limited.
  - Part of the core founding team since November 2021.
  - Responsible for managing the Digital Marketing and Business Development operations of the company.
  - Developing strategies for acquisition, business development, bidding and digital marketing.
  - Learning and managing new verticals such as Technical support.
  - Interacting with the International clients and prospects on a regular basis, their queries, conversions and rankings.
2. Joined Kalkine Solutions Private Limited as **Assistant manager – International Sales** Australian department in February 2021.
  - Tasked with selling equity analysis search report packages to Australian share trader prospects.
  - Achieved Monthly individual targets and helped with team targets.

3. Worked for **Info Edge – 99acres** in their operations department since July 2017 to March 2020. My responsibilities included:

- Lead generation, pitching services, achieving targets.
- Communicating with different clients and understanding their needs/concerns.
- Keeping the clients accurately informed and up to date for smooth operations.
- Convincing the clients to get higher number of conversions.
- Handling different clients while keeping the communication clear, concise and relevant.
- Managing positive customer relations and monitoring customer feedback.

### **SKILLS:**

- Basic Digital Marketing skills
- Team management
- Micro and macro management
- A good team player with excellent analytical, presentation and communication skills
- A fast learner, self-motivated, and able to work under pressure
- Good command of both spoken and written English. Hindi and Malayalam
- Thinking through first principles, micromanagement and goal oriented.

### **ACADEMIC QUALIFICATIONS:**

<b>Course Name</b>	<b>Name of Institute</b>	<b>University/ Board</b>	<b>Year</b>	<b>%</b>
PGD Marketing Management	IGNOU	IGNOU	2022 – Pursuing	Pursuing
MBA	IBM, GLA University, Mathura	GLA University, Mathura.	2015 - 2017	62%
BBA	Anand	DBRAU, Agra	2014	59%

	Engineering College, Agra			
High school	Holy Public School, Agra	CBSE	2011	58%
Intermediate	St. Andrews Sr. Sec. School, Agra	CBSE	2009	47%

### **WORKSHOPS / CERTIFICATIONS:**

- Attended Mathura International MUN Conference, 2015.
- Certified in Accountancy.
- Certified in Tally
- Participated in Agrata 2015 in the Following Events :
  1. Chess,
  2. Nukkad Natika (street play),
  3. Case Study.
- Was part of the Agrata 2016 organizing committee

### **INTERSHIPS:**

- Completed internship in the field of Marketing Research from Karbonn Mobiles/ Jaina Marketing, New Delhi in 2016 for the duration of 50 days, during my MBA.
- Completed internship at Benara Engineering co., Agra in 2012 while pursuing my BBA.

### **PROJECTS:**

- Completed 50 days of Summer Internship project on topic “To understand the Brand perception and Brand awareness levels among the customers regarding the brand Karbonn” at Karbonn Mobiles, New Delhi, the main focus area of training was doing Marketing Research.

- Presented a Research Paper on the topic ‘Determinants of Employee Engagement and their impact on Employee Performance’ in 2017 during my MBA in GLA University, Mathura.

### **AREA OF INTERESTS:**

Keen interest in Operations and Marketing with Internship experience in Marketing Research.

### **LANGUAGES KNOWN:**

English, Hindi & Malayalam

### **PERSONAL DETAILS:**

Mother’s Name	:	Late Mrs. Radha Mohan
Father’s Name	:	Mr. P. R. Mohanan
D.O.B.	:	22-february-1993
Gender	:	Male

I hereby declare that the above mentioned information is correct and true to my knowledge and belief.

Place: Noida

Date:

Signature

Abhinav