

AMAN KUMAR



Personal Information

DOB: March 07, 1998

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E3, Shatabadi Vihar, Sector – 52,
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Skills & Technical Expertise

- Excel-Intermediate level
- Teamwork
- Responsible
- Social

Certifications

- Marketing Foundations
- Accounting Fundamentals
- Excel for Beginners
- Reading Financial Statements
- Fundamentals of Digital Marketing

Hobbies & Interests

- Playing Cricket
- Playing Kabaddi
- Listening Music

Languages Known

- English
- Hindi

Career Objective

Looking forward to work with, learn from and grow together with the organization and individuals who are working and have an expertise in the field of Marketing and Sales.

Work Experience

Organization: BYJU'S

Designation: Future Leader - Marketing

Duration: April 2022 – Present

Key Responsibilities:

- Planned & Executed various Offline Marketing Campaigns.
- Generated Revenue for the Organization through lead generation.
- Managed a team of 40 people.
- Dealt with customers through marketing campaigns.
- Study and Analysis the performance data of campaigns and promoters.
- Tackled various business conflicts and protected the interest of the firm.
- Negotiated with Local Vendors and created various opportunities.
- Created business worth 1.25 crore approx.

Internship

Organization: IMT Alumni Association

Designation: Digital Marketing Intern

Duration: April 2021– July 2021

Key Responsibilities:

- Planning, designing & executing Social Media Campaigns to increase the brand awareness.
- Generating leads & streamlining the personalized marketing through Email Marketing.
- Website update & database management for knowledge services & easy information retrieval by consumers.
- Generating Revenues for Organization by identifying leads and converting.
- Successfully generated revenue worth Rs. more than 2.5 Lakhs for the organization during my internship.

Extra-Curricular activities

- Core Team Member of the cultural club of IMT Hyderabad, Antragna.
- Design head at Antragna.
- Core Member-IMPELZ, the annual fest management body of IMT Hyderabad.
- Participated in Expo utsav (2019), Ranchi.

Organization: Maa Vaishnavi Poly Pack

Designation: Assistant Factory Manager

Duration: Feb 2019– Dec 2019

Key Responsibilities:

- Production Management
- Payment of Custom Duty
- Supply Chain Management
- Maintaining Stock Ledger Accounts

Live Project

Organization: IMT Alumni Association

Duration: July 2021– August 2021

Key Responsibilities:

- Rebuilding the database of stakeholders of IMT Alumni Association.
- Brainstorming and Suggesting Solutions to the Organization in respect of Data-gathering.

Achievements & Awards

- Gold Medal at Kabaddi competition at intra school level.
- Gold Medal at School level Volleyball competition.
- Certificate of achievement for food partner at Expo Utsav along with “Anokha Caterer.”
- Certificate of Participation in “GQ Challenge – Analytics.”

Education

Course	Institute (Year of Passing)	CGPA/ %
PGDM	IMT Hyderabad (2022)	5.98
B.COM	Magadh University (2019)	70.00%
XIIth	R.P.S. College (2015)	67.00%
Xth	Adarsh Vikas Vidyalaya (2013)	81.70%