

# AKASH KESARI

## MARKETING

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### CAREER OBJECTIVE

Detail-oriented and organized marketing enthusiast. I have a talent for creating impactful documents and engaging content. I can deliver clear messages and use Excel for data analysis and visualization, helping to uncover marketing insights. I am passionate about using writing and data-driven strategies to communicate effective marketing solutions. I am eager to apply my document creation and Excel skills to help businesses thrive.

### KEY SKILLS

Microsoft Office Suite- Excel, PowerPoint and Word  
Team Building And Leadership Skills  
Attention to Detail and Continuous Improvement  
Communication and Interpersonal Skills

### INTERNSHIP EXPERIENCE

#### Greenlink Recyclers PVT. LTD.

July 2023 - August 2023

- Worked on various online marketing initiatives.
- Created engaging social media content.
- Managed online campaigns to promote sustainability and recycling.
- Analyzed website traffic to measure campaign effectiveness.
- Learned about targeting specific audiences.
- Gained valuable insights into digital marketing strategies.

### EDUCATION

#### Master in Business Administration

August 2022 - August 2024

Sharda University

- Major in Marketing
- Key Courses: Digital Marketing, Brand Management, Consumer Behavior, Marketing Analytics, Strategic Management.

#### Bachelor of Business Administration

June 2019 - June 2022

GL Bajaj Institute Of Technology and Management

- Major in General
- Key Courses: Business Communication, Financial Management, Organizational Behavior

### ADDITIONAL INFORMATION

**Languages:** English, Hindi

**Certifications:**

- Business Analytics With Excel - Simplilearn
- Diploma Course in Business Management and Entrepreneurship -Udemy
- Financial Analysis - upGrad
- MANAGEMENT DEVELOPMENT PROGRAMME - Digital Marketing - Sharda University
- To Study the Interrelations Between Community Development and Availability of Health Services in Greater Noida - Sharda University