

# SACHIN KUMAR

Pipil Freight Forwarding Pvt. Ltd. | [Students' Council, DU](#) | [Sports President, DU](#) | [National - Football](#)

SUMMARY			
Hello, my name is Sachin Kumar. I'm born and raised in New Delhi. I have completed my graduation from <b>Delhi University</b> with a degree in <b>B.Com</b> . My last employment was with <b>Pipil Freight Forwarding Pvt. Ltd.</b> Along with the degree, I did a <b>certification course</b> in <b>project management</b> as well as <b>2 internships</b> in a <b>marketing role</b> . I am a <b>State-Level Football Player</b> and have <b>represented my college</b> in many tournaments <b>across north India</b> . My hobbies include football, gym, travelling, and photography. My strengths are that I am a <b>Team player</b> and a <b>Discipline person</b> .			
ACADEMIC PROFILE			
<b>BACHELORS OF COMMERCE</b>	Aryabhata College, University of Delhi (University of Delhi)	48.00%	2019
<b>Class XII</b>	J.D. Tytler School (CBSE)	67.00%	2016
<b>Class X</b>	J.D. Tytler School (CBSE)	51.00%	2014
WORK EXPERIENCE			
<b>Pipil Freight Forwarding Pvt. Ltd.</b>		<b>05 Months</b>	<b>Feb'23 – Jun'23</b>
<b>Marketing Executive</b>	<ul style="list-style-type: none"> <li>Maintained various marketing tools, including <b>calendar, dashboards and databases</b> of client lists and team metrics to prepare reports for marketing manager and senior team leaders. Prepared Excel spreadsheets for teams of cross-functional employees</li> <li><b>Responsible for assisting projects</b> in preparing and loading cargo for shipments while working as a coordinator for Managers.</li> <li><b>Communicating and negotiating</b> with customers regarding shipping time <b>to inform them</b> of potential delays in schedule.</li> <li><b>Conducted Market research</b> analysis to find out the potential clients in the market and converting them into prominent clients.</li> </ul>		
INTERNSHIPS			
<b>Sweet Chillies</b>		<b>01 Month</b>	<b>May'22 – June'22</b>
<b>Social Media Marketing Intern</b>	<ul style="list-style-type: none"> <li>Created different <b>marketing strategies</b> for preparing <b>creative marketing posts/content</b> for the upcoming launches.</li> <li>Prepared <b>creatives/content</b> on social media (<b>Instagram/LinkedIn/Facebook/Twitter</b>) every day for more engagement.</li> <li><b>Promoted books (brief write-up, photo ad, story)</b> and collected <b>quantitative and qualitative</b> data from marketing campaigns.</li> </ul>		
<b>MentorBoxx</b>		<b>01 Month</b>	<b>Apr'22 – May'22</b>
<b>Marketing and Strategy Intern</b>	<ul style="list-style-type: none"> <li>Promoted the company through offline and online platforms while encouraging students to participate in numerous events.</li> <li>Used different <b>social media channels</b> to find new leads and pitch them in order <b>to bring more participation</b> and engagement.</li> <li><b>Collected feedback</b> from students and other groups to <b>improve marketing strategies</b> and created relationships with students and communities throughout colleges while assisting them in <b>marketing and advertising promotional activities</b>.</li> </ul>		
KEY PROJECTS			
<b>WhizCo</b>	<ul style="list-style-type: none"> <li>Developed sales and marketing plans to <b>promote development and acquisition</b> and be <b>responsible for revenue objectives</b>.</li> <li><b>Responsible for end-to-end management</b> of key accounts, including acquisition, negotiation, onboarding with clients etc.</li> <li>Worked closely with <b>cross-functional teams</b> to ensure successful service delivery and exceeded client expectations.</li> <li><b>Monitored key performance indicators</b> and adjusted strategies as needed to achieve financial objectives of the firm.</li> </ul>		
POSITIONS OF RESPONSIBILITY			
<b>Students Council, Aryabhata College, University of Delhi</b>	<ul style="list-style-type: none"> <li><b>Contributed</b> towards the <b>student affairs in Annual Fest- ELIXIR</b> organised by the <b>college union</b> as a <b>collaborator</b>.</li> <li>Supported the <b>administrative officials</b> and faculty by sharing the opinions/suggestions/feedback to the meeting.</li> <li><b>Maintained the current directory of the college's members while serving as an effective communicator.</b></li> <li><b>Represented the views</b> of the students on matters of <b>general concern</b> in front of the <b>administration</b>.</li> </ul>		2018
<b>Sports President, Aryabhata College, University of Delhi</b>	<ul style="list-style-type: none"> <li><b>Responsible</b> for ensuring the <b>college's compliance</b> with the <b>guidelines</b> established for <b>college sports</b>.</li> <li><b>Conducted</b> all required preparations for the scheduling of <b>events and facilities</b>, including <b>meetings</b> and games.</li> <li><b>Responsible</b> for the <b>well-being</b> of all the sports clubs. Managed and supported the captains to run college sports.</li> <li>Submitted and justified the event's <b>budget proposal</b> for all the college sports during the <b>Annual Fest</b> of college.</li> </ul>		2018
AWARDS & ACHIEVEMENTS			
<b>Extra-Curricular</b>	<ul style="list-style-type: none"> <li><b>Awarded as the Best Outgoing Player Award</b> of the year <b>2018-2019</b> by the <b>Head of Department and Physical Education</b> and also competed in <b>football</b> for our college while captaining the college football team for 2 consecutive years.</li> <li>Performed in the IIT Kanpur Sports Fest (Udghosh 2018) while representing our college in the sport of <b>Football</b>.</li> <li>Participated in BOSM-2017 the Annual Sports Fest of BITS, Pilani. Representing the football team behalf of our college.</li> <li>Attended the Dehradun National Sports Festival in DIT University. Competed in football and ended with semi-finalist.</li> </ul>		2018 2018 2017 2017
ADDITIONAL INFORMATION			
<b>Certifications</b>	<ul style="list-style-type: none"> <li>Completed <b>Project Management</b> Foundation Course with proficiency in project planning, scheduling, budgeting, and leadership</li> <li><b>ICMG certification</b> for gaining knowledge of the fundamentals of <b>category management</b> in <b>e-commerce</b>.</li> <li>Achieved the Google certification in the successful completion of Google Digital Unlocked Certification completely.</li> <li>Obtained a certificate from Google for thoroughly finishing the course for the Google Ads Search Certificate.</li> <li>A Google certification is awarded for completing the Advanced <b>Google Analytics</b> course satisfactorily</li> </ul>		
<b>Languages</b>	English   Hindi		
<b>Expertise</b>	Project Management   Digital Marketing   Budgeting   Bitrix 24   Trello   Google Ads   MS Excel   MS Power Point   MS Word   Data Analysis   Research   Good Listener   Team Player   Leadership   Scheduling   Tableau   Google Analytics   Canva		
<b>Social Work</b>	Offered free masks, food, and resources and assisted them while solving their problems in need during COVID-19.		
<b>Hobbies/ Interest</b>	Football, Travelling, Gym, Cricket, Photography.		