

SACHIN KUMAR

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

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