

**Akshay Kumar**

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**Currently working at Vedantu Pvt. Ltd. as Academic Counselor.**

**Career Objective:**

I want to contribute to the Productivity of the organization by harnessing my Analytical, Reasoning skills as well as my strong Interpersonal and Management skills.

**Professional Qualification:**

1. Masters of Business Administration in Business Analytics  
Specialization : Marketing
2. Bachelor of Business Administration.

**Academic Qualification**

Year	Course	Name of Board/University	Percentage
2020	MBA	Chandigarh University	66.6
2018	BBA	Panjab University	63.5
2015	XII	C.B.S.E	65.4
2013	X	C.B.S.E	67.6

**Internship and Training:**

**Marketing Trainee at Vedantu Pvt. Ltd.**

**20.01.2020-Till Date**

Academic Counselor working in Developing and Promoting company business through sales.

**Experience:**

- Advise student/ parents for their learning needs through structured Counselling Sessions.
- Fix appointments and conduct home demo sessions on daily basis including follow up sessions.
- Understand Customer profile & problems to explain implication of ineffective learning methods.
- Create the need for Smart Learning and advise student-parent to buy Vedantu Subscription as solution.
- Handle Objections and Price Negotiation to generate Sales Revenue.

- Learn/ Upgrade ones own Product Knowledge and Sales Skills to achieve and exceed growing Sales target(s).

## **Marketing Trainee at ThinkNEXT**

**5.06.2019-31.07.2019**

Business Development and Promoting company Business through Digital Marketing Techniques like

### Email Marketing :

- Create, edit, modify and maintain email lists per digital strategy and as needed to maintain email performance and production efficiency.
- Campaign planning.
- Campaign testing and analysis.

### Google Analytics :

- Utilize Google Analytics to track visitor flow and interaction throughout the company website.
- Evaluate area for improvement and developing recommendations for increased online optimization.
- Measure Key SEO metrics like website traffic, conversions and revenue.

### Search Engine Optimization :

- Improving website performs and speed using Google page speed insights.
- Working on Yoast SEO plugin using WordPress.
- Taking Google Mobile friendly test to bring more traffic.
- Keyword Research.
- On-page optimization.
- Off-page optimization.

### Social Media Marketing :

- Working on Different Social Media Platform.

## **Projects Undertaken**

- A Study on Marketing Mix of Cars- Worked upon Three Automobile brands of Car(BMW, Hyundai, Maruti) and differentiating them into Product, Price, Places, People.
- A Study on Digital Footwear Shops– Understanding the preference of Consumer towards the digital footwear shop in Chandigarh by using primary source as questionnaires and then making their analysis on basis of Digital Footwear buyers and Non-Digital Buyers.
- A Study on Consumer Perception towards Ching's Secret- Studying Consumer Insight towards Ching's by applying different Methodology and Analysis.

- A Study on Airport Authority of India - How many International airports are in India with their facilities what amendment should be made in airports and interpretation of the project.

**Additional Knowledge:**

- Working knowledge of Windows 7, Windows 8, Windows 10.
- Research Knowledge.
- Basic MS- Excel.
- Basic Python.

**Co-Curricular Activities and Achievements:**

- Certified Web Analytics.
- Certified Google Digital Marketing.
- Certified Social Media Marketing.
- Certified Road to Data Science.
- Certified Practical Training on Accounts.
- Inbound Certification.
- Participated in various Sports competitions at School level.
- Participated in Cricket match at School level.

**Personal Details:**

- DOB :12-09-1996
- Father Name :Mr. Ashok Kumar
- Hobbies :Playing Cricket, Gymming.

**Declaration:**

I hereby, declare that the information furnished above is true to the best of my knowledge.

Name:

Date: