

# GAURAV PARIHAR

Targeting roles in Sales & Marketing/ Business Development/ Market Research with a growth-oriented organization of high repute.

Location Preference: PAN India

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## KNOWLEDGE PURVIEW

- Brand Management
- Programmatic Advertising
- Market Research
- Business Development
- Lead Generation

## EDUCATION

- **PGDM in Marketing** from International Management Institute, New Delhi, in 2024 with 54%.
- **B.Sc.** from Government Holkar Science College, Indore in 2022, with 66.26%.
- **12th** from Govt. H.S. Excellence School No.1, Tikamgarh in 2018 with 86.60%.
- **10<sup>th</sup>** from Late Pandit Shri G.L. Vyas Creative Convent H.S. School, Tikamgarh in 2016 with 78.33%.

## CERTIFICATION

- KPMG Lean Six Sigma Green Belt Certification.
- Coursera Digital Marketing & E-commerce Certification – Google.
- Coursera Marketing Analytics – Meta.
- Certificate in Equity Research and Financial Modeling – Forevision.

## ACADEMIC ACHIEVEMENTS

- Acknowledged for exceptional performance in a live project, received a Letter of Recommendation from Phoenix Global, and awarded a scholarship for outstanding academic achievements
- Awarded with an undergraduate scholarship by the Madhya Pradesh Government under the MMVY scheme.

## PERSONAL DETAILS

**Date of Birth:** 29<sup>th</sup> March 2000

**Languages Known:** Hindi & English

**Address:** 108 Ketwaria, Sarai, Pocket B, Near FoodX, New Delhi- 110016

## PROFILE SUMMARY

- A focused professional, completed **PGDM in Marketing** from IMI, New Delhi.
- Successfully completed internship with Volume9, implemented innovative sales techniques led to a significant increase in revenue, while effectively utilizing the STP model resulted in generating 80 leads.
- Gained hands-on experience in sales, market research, and client acquisition through internships and live projects.
- A proactive learner with a flair for adopting emerging trends and addressing industry requirements to achieve organizational objectives & profitability norms

## PROJECTS

### Phoenix Global || Sep'23 - Oct'23||

- Conducted an analysis of Dabur's Brand Strategy, Architecture, and Personality to gain market insights.
- Formulated an Integrated Brand Strategy for Dabur, leveraging insights from the Brand Audit and considering the brand's personality.

### Mozohunt ||Feb'23 - Mar'23||

- Enhanced company revenue by strategically leveraging the sales funnel.
- Conducted primary market research involving more than 150 potential customers through the use of questionnaires.

## INTERNSHIP

### PubMatic || Intern || Aug'24 - Present

Gurugram

#### Responsibilities:

- Vetted inbound leads based on various internal parameters set by the company and worked cross-functionally.
- Set up an outreach campaign in APAC region and political campaign in NTAM region using Yesware tool after researching the relevant contacts on Lusha.
- Acquired hands-on expertise in Salesforce, demonstrating proficiency in CRM management and data analysis.

## EXTRACURRICULAR ACTIVITIES

- Engaged in voluntary service with the Robin Hood Army, providing meals to underprivileged children residing in slums.
- Participated in the 'Case Cracking Workshop' hosted by the Consulting and Strategy Club at IMI.
- Led my district cricket team during my school days, exhibited leadership and sportsmanship.
- Took part in the 'Bond with Pidilite' corporate competition organized by Pidilite, showcasing my skills and competitive spirit.
- Engaged in the 'Reliance TUP 8.0' corporate competition orchestrated by Reliance Industries Limited, contributing to a dynamic business environment.