



KUMAR GAURAV

LinkedIn: Kumar Gaurav, 6206313547, kumargaurav620631@gmail.com

Career Objective

Passionate MBA with an optimistic attitude looking for an opportunity to utilize my skills and knowledge to contribute to the development of any organization and to gain exposure in different areas of Marketing.

Skill Set Summary

- **Leadership:** Involved in team management in various extra-curricular activities including Ad-Mad, Case Study Competition, HR Skit Challenge, Role play Activity.
- **Communication:** Report writing skills, Presentation skills, and interpersonal skills.
- **Computer proficiency:** Ms-word, Ms-Excel, Ms-power point, Typing speed (30-35 wpm).
- **Other Interest:** Tally ERP9, Canva.

Professional Experience

Internship

Tax2win, Jaipur (Marketing):

- Worked as CRM intern, with effect from 10th June 2024 to 31 July 2024 entailing in study of client interaction, effective communication skills and customer relationship management.
- Recognized the importance of managing client interaction.
- Understood effective strategies for handling client.
- Sell & Promote the ITR service of company.
- Stay informed continuously update the knowledge about the company product and industry trends.
- Handling rejections and setbacks positively and use them as learning experiences.
- Identified the areas improvement in CRM strategies.
- Well equipped with the sale software of the company.
- Gained valuable insight about the marketing and selling strategy at Tax2win.

Management Trainee at AASHMAN Foundation, July 2021- Jan 2022

- Spearheaded recruitment efforts for the Ashman Foundation, a non-profit organization dedicated to providing essential resources to underprivileged individuals.
- Implemented strategic hiring processes to on board passionate individuals who aligned with the foundation's mission and values.
- Utilized sales and marketing techniques to attract potential candidates through various channels, including online job boards, social media platforms, and networking events.

Projects Undertaken

Winter live project on “Consumes preference and behaviour toward of Surf excel in HUL product”.

- Brand image amongst people.
- Study of market capture of same segment.
- Brand position.

Certificates

- Kudos certificates for outstanding weekly accomplishment at Tax2win.
- IFM Fin Coach Global in FINBEE-BFSI Olympiad.
- Pro Profs Quiz Maker in the Company Act Quiz.
- Great Learning in Effective Communication Course.
- Accenture in Strategy Consulting Virtual Experience.
- Udemy in The Marketing Blueprint.

Achievements

- Awarded as the Best Performer in CRM at Tax2win.
- MBA Class Representative at DSBE.
- Best Performer of the week at Aashman Foundation.
- Achieved Dainik Bhaskar Medhavi Chhatra Samman.
- Won 1st position in Drama.
- Attained 2nd position in Dumb-charades in DBS.
- Secured 3rd position in effigee competition in DBS.

Education

- **Post-Graduation:** MBA- Marketing [Pursuing, Doon Business School]
- **Graduation:** BBA, Chandigarh Group of College, Punjab – (April'23)-70.3%
- **Higher Secondary:** Commerce, R.K.College, Madhubani – (March'20)-77%

Others

- Languages Known : English and Hindi.
- Hobbies : Travelling, Playing cricket and cooking.