

Aman Kumar

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Career Objective – A highly motivated, enthusiast and ambitious person, looking forward to working in a dynamically stable organization and trying to add value to work assigned and give the best possible output.

Skill Set Summary

- **Leadership:** Involved in team and project management in various extra-curricular activities like conducting induction meet.
- **Communication:** Presentation skills and interpersonal skills
- **Computer proficiency:** SAP ECC 6.0, EHP &.0, CRM, SMP, MS Office, MS Excel, MS Power Point.

Professional Experience

Ceasefire Industries Pvt. Ltd

Working as a **Business Developer** from **March-2024 to present.**

- Assist as a front liner where responsibilities were:
- Establish, develop and maintain the business relationship with the prospective customer
- Selling of firefighting security products
- Lead Generation & proactive follow-ups on leads
- Convincing and conversion
- Appointment with client on daily basis
- Presentation and sales closing
- Mentioned CRM and SMP software
- Daily report

Internships

Dutt Business Care Pvt Ltd, Patna

- Assisted as a **Social Media Handler** which carries out day to day work by making ads and handling the consumer.
- Understanding the impact of social media which enhance the customer base and also customer handling.

Hindustan Media Ventures Limited, Patna

- Assisted as a **Sales Executive Intern.**
- Project on "**Advertisement of Hindustan Media**". Analyzed the marketing process of advertisement in newspaper and implement it to took ads for the slot.
- Understanding consumer behavior, meeting with different clients and making understand regards the ads by their approach.
- Team management, by working different units of the team, it builds a coordination and management.

Projects Undertaken

- **SWOT analysis of ITC** where its maximum profitability came from the tobacco products.
- Project of "**Advertisement of Hindustan Media Newspaper**" where different strategy followed so that the ads get flash in the newspaper.
- **Consumer Behaviour towards Electric Vehicle.**

Achievements

- Leadership Certificate for conducting Programs in college.
- Winner in Inter School Competition and National Inland Navigation Institute in Cricket
- Medal for running marathon.
- Certificate for race walking.
- 1st prize in 100, 200 and 400-meter race.

Certification

- The Fundamentals of Digital Marketing
- Digital Marketing Essentials Masterclass
- Sales and CRM Overview
- SAP Fundamentals SAP/3 Client/Server Integrated Business using IDES
- NiSM Kona Kona Shiksha

Education

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| • PGDM (Marketing), Doon Business School | 2021-23 | CGPA 7.6 |
| • BBA, Aryabhatta Knowledge University, | 2017-20 | CGPA 7.53 |
| • 12 th , Himalayan Public School, | 2017 | 55% |
| • 10 th , Gyanasthali High School, | 2015 | CGPA 9.2 |

Others

- Language Known : English, Hindi, French (Beginner)
- Hobbies : Travelling