

ADARSH KUMAR

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EDUCATION

2021-2024

SHARDA UNIVERSITY

- Bachelors Of Business Administration (Marketing)
- Cumulative CGPA till now: 7.1

KALKA PUBLIC SCHOOL

- High School: 76.6% (2019)
- Senior Secondary: 71.2% (2021)

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English
- Hindi

ABSTRACT

- Dynamic and results-driven Bachelor of Business Administration (BBA) graduate with a concentration in Marketing, seeking to leverage academic knowledge and hands-on experience in the real estate industry.
- Proficient in market research, consumer behavior analysis, and strategic marketing planning, with a proven track record of developing and executing marketing campaigns that drive brand awareness and sales growth.
- Demonstrated ability to manage multiple projects simultaneously, utilize digital marketing tools, and build strong client relationships. Adept at identifying market trends and opportunities to enhance competitive positioning and foster long-term growth.
- Enthusiastic about applying innovative marketing strategies to support property sales, leasing, and development initiatives in a fast-paced, client-focused environment.

WORK EXPERIENCE

REALITY TREE

Noida sec- 16,
March 2024 - till now

- Develop and maintain relationships with clients to understand their real estate needs and preferences.
- Create detailed property listings, including descriptions, photos, and virtual tours.
- Promote properties through various channels, including online platforms, social media, and real estate events.
- Manage the entire sales process from initial contact to closing, ensuring a smooth transaction for clients.
- Follow up with clients post-transaction to ensure satisfaction and encourage repeat business and referrals. achieve favorable outcomes.

RIVETERS OVERSEAS (INTERNSHIP PROGRAM)

Sec- 63, Noida- 201301
June 2023 to July 2023

- Collaborate with the marketing team to brainstorm and develop new campaigns, providing regular updates and seeking feedback. Support email marketing by drafting emails, segmenting lists, and analyzing results. Assist in evaluating campaign effectiveness through data analysis and make improvement recommendations. Conduct research on industry trends, customer preferences, and competitor activities to inform marketing strategies.