

SHUBHAM BHATIA

MBA – Marketing (2022-2024)

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ACADEMIC QUALIFICATIONS AND ACHIEVEMENTS

1. Master's in Business Administration (Marketing), Alliance University, Bengaluru (2022-2024)
 - Cumulative Grade Point Average: 7.5 (out of a maximum of 10)
2. Bachelor's in Business Administration, Manipal University, Jaipur (2019-2022)
 - Percentage : 73.4%
3. Higher Secondary, S.V Public School, Jaipur (2018-2019)
 - Percentage : 60%
4. Matriculation, S.V Public School, Jaipur (2016-2017)
 - Cumulative Grade Point Average : 6.2 (out of a maximum of 10)

INTERNSHIP EXPERIENCE (IN REVERSE CHRONOLOGICAL ORDER)

1. **Sales and Marketing, Woxen Digital Pvt. Ltd.** (June 4th, 2023 – August 13th, 2023)
 - Transitioning from a sales professional to the realms of digital marketing and content writing at Woxen Digital Pvt. Ltd. has been an enriching journey marked by continuous learning, adaptation, and personal growth. With a solid background in sales, I felt a strong desire to explore fresh opportunities that resonate with the dynamic shifts within the digital sphere. This transition has not only broadened my skill set but also fuelled my enthusiasm for embracing innovative strategies in the digital marketing realm.
2. **Sales and Marketing, Vetas A2E - Neev Construction** (November 27th, 2021- February 27th, 2022)
 - The company provided me with a unique experience in the field of advertising industry with its sheer commitment towards mother earth and nature. Working with Vetas provided me with a realisation that plastic products has consumed the market, and we can only save the nature by adopting a healthy and sustainable living. Vetas specializes in crafting products from bamboo, and as a marketing student, this experience profoundly deepened my understanding of the art of persuasion in selling a product to clients.

PROJECTS AND ACHIEVEMENTS

- A study on Impact of Digital Marketing on Consumer Behaviour.
- Study of Sales & Marketing of Digital Marvelled Magazines.
- Best Performer of the week at Vetas.
- Being promoted as a Team Leader while interning at Vetas.
- Received Letter of Recommendation for best performance at Vetas.

CERTIFICATES

Certificates received for successful completion of internship at Vetas:

- A2E Web Solutions
- NEEV Constructions

KEY SKILLS

- Ability to analyse market trends, and consumer behaviour to make informed decisions.
- Capacity to develop and implement strategic marketing plans aligned with business objectives.
- Ability to lead and collaborate with team for effective working of a project.
- Good verbal and written communication skills for effective client engagement.
- Innovative thinking to develop unique & creative marketing campaigns and solutions.
- Flexibility to adapt to changing market dynamics and technologies.
- Demonstrates leadership qualities and ability to take initiative.
- Learning to excel in digital marketing strategies including social media marketing, product marketing, etc.
- Good understanding of brand positioning, brand identity, and brand management concepts.
- Good understanding of MS-Word.
- Good negotiation and interpersonal skills.
- Sound ethics.

HOBBIES AND INTERESTS

I have a strong passion for photography and cricket. Additionally, I enjoy cooking for my family and have a keen interest in discovering new places.