

# Apoorv Verma

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## ABOUT:

Multitasking Business Development supporting definition and implementation of strategic initiatives for business transformation. I have completed my MBA from Amity university in 2018. A strong team player who can demonstrate excellent results achieved through a collaborative effort. To obtain a position in customer relations, marketing, or sales within a competitive and professional environment that allows opportunity for both career advancement and personal growth.



## CERTIFICATION: **Imarticus Learning**

2022

- Certified Investment Banking Operations Professional (In Progress)
  - Securities and Derivatives.
  - End to end Trade life cycle of Listed and OTC products.
  - Functioning of Clearing and Settlement systems.
  - AML/KYC.
  - Asset Management.
  - Risk Management.

Delhi, India

## EDUCATION:

2016 - 2018

### **Amity University**

- Masters of Business Administration (6 CGPA)

Noida, India

2011 - 2015

### **Uttarakhand Technical University**

- Bachelors of Engineering (60.48%)

Dehradun, India

2010 - 2011

### **DAV Public School**

- CBSE Board (54.5%)

Kotdwara, India

2008 - 2009

### **DAV Public School**

- CBSE Board (64.8%)

Kotdwara, India

## ACADEMIC PROJECT:

|                   |   |
|-------------------|---|
| Project Title:    | "A study on impact of digital marketing practices on consumer behavior in car market"   |
| Organization:     | Amity University, Noida   |
| Project Outcomes: | <ul style="list-style-type: none"><li>• Age does play a major part in impacting car buying behavior.</li><li>• Reputation/reliability of a company is a preferred factor for buying any car.</li><li>• Online information does affect buying behavior as 76.6%.</li></ul> |

## INTERNSHIP:

Designation:

**Marketing Intern**

Company:

Future consumer Pvt.ltd (April 2017 – June 2017)

Roles & Responsibilities:

- Enhance the distribution channel and depth of kara wipes in Chandigarh.
- Creating the demand of kara wipes in different markets.

## WORK EXPERIENCE: (3 years)

Designation: **Business Development**  
Company: Sunshine Engineering pvt ltd. (2019 -2021)  
Roles & Responsibilities:

- Lead, motivate, and support a large team within a time-sensitive and demanding environment, including setup and implementation of career development plans for all direct reports and problem resolution
- Manage timely data collection to update operations metrics to achieve productivity targets, reduce cost per unit, eliminate errors, and deliver excellent customer service

Designation: **Sales officer**  
Company: Willimar schwabe India pvt limited (2018-2019)  
Roles & Responsibilities:

- Represent the company to clients at meetings, conferences and sales negotiations
- Work with finance and accounting to eliminate waste and enhance productivity of each function
- Communicate with every department regularly to handle problems, identify new opportunities
- Evaluate budget proposals and manage purchases and expenses

Designation: **Business Development Executive**  
Company: Policy bazar India pvt limited (6 Feb 2022 – 6 May 2022)  
Roles & Responsibilities:

- Handling end to end billing process.
- Data Reconciliation
- Negotiating with suppliers.
- Follow up with finance and internal stakeholders for final invoicing.
- Follow up insurers for billing the data
- Collecting monthly target.

## ADDITIONAL QUALIFICATIONS / CERTIFICATIONS:

- Learning the French language for two years. (2016-2018)
- Certificate in Analytics for Business Intelligence. (2016-2018)
- Certificate in corporate communication. (2018)
- Certificate in Behavioral Science. (2018)
- Participated in the international conference on "Role of Technology in Business Intelligence" at the National University Singapore (2017)

## ACHIEVEMENTS:

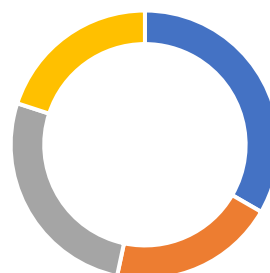
- Gold medallist in Amity military training. (2016)

## EXTRACURRICULAR ACTIVITIES:

- Sports Captain in school.
- Represented in a state cricket team
- Represented in a university cricket team

## SKILLS:

| Skills          | Basic* | Intermediate* | Advanced* |
|-----------------|--------|---------------|-----------|
| Problem Solving |        |               | 9         |
| Decision Making |        | 8             |           |
| Leadership      |        |               | 9         |
| Public Speaking |        | 8             |           |



- Problem Solving
- Decision Making
- Leadership
- Public Speaking

*\*Levels of proficiency: 1 to 5 – Basic; 6 to 8 – Intermediate; 9 to 10 – Advanced*

**PERSONAL INFORMATION:**

Address: Behind Deepak nursing home, Govind Nagar, Kotdwara -246149  
Father's Name: Rakesh Kumar Verma  
Date of Birth: 02/02/1994  
Languages Known: English (R/W/S), Hindi (R/W/S), French (R)  
Personal Website: [apoorvv888@gmail.com](mailto:apoorvv888@gmail.com)

References:

- Mr. Imran Malik
  - Relationship manager – HDFC Bank
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