

ABHISHEK srichuohan

MBA- Marketing Graduate

A creative and quick thinking individual with a bent towards communicating and building a relationship online and offline. Well versed with digital marketing tools and strategies. Skilled at integrated marketing methodologies and can drive sales and increase brand awareness.



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EDUCATION

Master of Business Administration Karunya Institute Of Technology And Science

07/2019 - Present

Coimbatore

Courses

- Marketing, International Business

Bachelors In Computer Applications Vikash School Of Business Management

07/2015 - 05/2018

Odisha

Class 12th, CBSE

Kamal Model Sn. Sec. School

05/2013 - 04/2015

New Delhi

Courses

- HUMANITIES

VOLUTEERING EXPERIENCE

Phronesis Management Meet KITs,MBA

2019

Coimbatore

Management meet conducted B-School Student within India

Achievements/Tasks

- Generated lead and processed those leads for Sponsorship
- As a Core team member, had a dual responsibilities as event Organizer and Sponsor Acquisition
- As a member of Hospitality Management anticipate the need of guests and the host

Contact: Dr.FJ Peter Kumar - fjpeterkumar@karunya@edu

Roctract club Workplace/Company

07/2020 - Present

Coimbatore

Rotaract clubs bring together people ages 18 and older to exchange ideas with leaders in the community, develop leadership and professional skills, and have fun through service. In communities worldwide, **Rotary** and **Rotaract** members work side by side to take action through service.

Achievements/Tasks

- serving as Director of Web Services

Contact: RTr.Sheeba Alex - sheebaalex@karunya.edu.in

SKILLS

Ms- excel

MS-office

Ms-Outlook

SQL Database

Oracle

PERSONAL PROJECTS

Analysis on Marketing Strategies on Tata Steel (09/2019 - 10/2019)

- Finding the gap between the marketing strategies of Tata Steel and other Competitors

Database of Hostel Management System (04/2018)

- Designed for the favor of Hostel Management System, which help them to save the records of the student about their rooms and other things(mess bills, notifications).

Cloud-Based Project Management (03/2017)

- To offer an advantage when breaking down complex task into manageable tasks (with the growing no. of employees working from home, business would do well)

CERTIFICATES

Digital Analytics for Marketing Professional: Marketing Analytics in Theory and Practicals. (06/2020)

Market Research and consumer Behaviour (08/2020)

Brand and product Management (09/2020)

Microsoft Office Specialist (07/2019)

Six Sigma Green Belt (08/2019)

Tally 9.0 (12/2019)

LANGUAGES

English

Full Professional Proficiency

Hindi

Professional Working Proficiency

Odiya

Full Professional Proficiency

Punjabi

Elementary Proficiency

INTERESTS

Reading books

exploring

public speaking

playing cricket

Photography

Public relation