

Solution Oriented



PRAVEEN KUMAR

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ABOUT ME

A solution-oriented individual, who keeps 360° view in analysing the situation for come-up with best suitable solution using creative thinking and quick learning skills.

HARD SKILLS

- MS Office
- Adobe Photoshop
- Adobe Premiere
- Konzept Admin (for Data Mining)
- SPSS

SOFT SKILLS

- Problem Solving
- Creativity
- Critical Thinking
- Quick Learner
- Project Management
- Visualizer
- Curious

INTERESTS

- Martial Art
- Shooting
- Horse riding
- Cooking
- Entrepreneurship
- Drama
- Writing – Story/ Script/ Speech

EDUCATION

PGDM IN MARKETING & FINANCE

Indus Business Academy, Bangalore

2017-2019

7.38 CGPA

B.COM (ACCOUNTS HONOURS)

Magadh University, Patna

2014-2017

60.6%

INTERMEDIATE COMMERCE

College of Commerce, Patna

2011-2013

61.6%

EXPERIENCE

Dec. 2020 – Present | Scius Systems Pvt. Ltd.

MARKETING MANAGER cum COUNSELLOR

- Providing counselling to students for admission
- Planning and execution of Marketing activities
- Collecting fees and maintaining accounts
- Handling operating of Branch
- Doing Market Research and Exploring the Market

Nov. 2019 – Oct. 2020 | Kushal's Retail Pvt. Ltd.

MT – MARKETING MANAGER

- Handled the Project of Automation in E-commerce dept.
- Planning and execution of BTL & ATL activities for our Brand
- Analysing the results of various marketing activities
- Evaluating various sponsorship and collaboration proposals
- Identifying, Planning and execution of Co-Branding or Cross Branding opportunities
- Conducting various Marketing Projects, Research or Studies

APRIL 2019 - JULY 2019 | ICICI Bank

PB – RELATIONSHIP MANAGER

- Handled accounts of 300 to 400 elite group of customers
- Cross-selling or up-selling banking products

TRAINING AND CERTIFICATION

- Capstone Business Simulation Program by Capsim Management Simulations Inc., USA (19th September 2018 to 18th January 2019)
- Lean Six Sigma - Green Belt by KPMG, 24th to 26th September 2018
- Computer Training Course of 100 hours conducted by ICAI, 22nd May 2015 to 25th June 2015

ACHIEVEMENTS

- Black Belt 1st Dan, 2009 (completed in shortest duration i.e. in two years)
- International Double Gold medallist in Karate, 2008

ROLES AND RESPONSIBILITIES

- **Core Member** of *ELIC (E-Cell of IBA)* 2017 to 2019, Responsible for organising in-campus as well as off-campus events and represent our college.
- **Instructor**, *Institute of Martial Art Club* 2008-2013, Teaching Karate to more than 1000 students, training them for their championship's preparation and managing the club in absence of my teacher.
- **Captain, Referee and Judge, Volunteer Coordinator**, from 2008 to 2013 in District, State and National Karate Championships and Training Camps
- **Stall Manager**, Polypathy Health Care Stall at Patna Book Fair, 11 Days (4th December 2009 to 15th December 2009) Responsible to interact with customers, managing cash and stocks, etc.

INTERNSHIP

APRIL 2018 - JUNE 2018 | Koncept Cloud Pvt Ltd

BUSINESS DEVELOPMENT INTERN

- Achieved revenue of 3 lakhs in 2 months for KonceptCA
- Generated 500 leads in CA CPT through cold calling
- Increased the visibility of KonceptCA on Quora, Forums, YouTube and Facebook by approximately 50%