



# Abhishek Upadhyay

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## Education

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### **IILM Graduate School of Management**

Currently pursuing Post Graduate diploma in Management (PGDM)

2020

### **Veer Bahadur Singh Purvanchal University**

2020

- B.A in Specialization with Education and Geography with 61%

### **Bal Niketan Sr Secondary School (class XII)**

2016

- Specialization in Science (Mathematics) 58%

### **Bal Niketan Sr. Secondary school (class X)**

2014

- Scored 8.6 CGPA

## Co- Curricular Activity

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Placement cell coordinator- IILM Graduate School of Management.

## Achievements and Certifications

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- Certificate course on “Financial Stock Market” by Shine Projects
- Excel Skills for Business: Essentials from Coursera Issued Nov 2020
- Achieved Letter of Recommendation in Jankalyan Education Trust as a Business Strategist
- Issued Nov 2020
- Completed Google Ads Search Certification Course on Google. Issued Feb 2021
- Completed Training of Digital Marketing at Internshala Training. Issued Mar 2021
- Achieved Certificate of Advance Excel from Internshala Training Issued Mar 2021
- Completed Certification Course of Email Marketing Issued Apr 2021
- Certificate in computer concepts (CCC)
- Certificate in official management (OM) equivalent to DCA.

## Core Strengths

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- Good listener
- Presenting Skill
- Collaboration
- Time Management
- Team Work (Mentor of 15 Interns at Flairboat)

## Academic Projects

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- Analysed tea market of India
- Done market analysis of Sonata watches
- Analysed STP of 7UP and Mountain Dew.
- Country Economic Report on Switzerland.

## Skills and Interests

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- Microsoft excel, Microsoft PowerPoint, Microsoft Word- basic skills
- Digital Marketing
- Advance excel
- Tally ERP 9
- Content Creator {Admin of MATM (Facebook)}
- Social works

## **Work Experience**

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- Summer Internship at Outlook Media of duration 3 months and rewarded by Excellence Certificate.
- Digital Marketing Internship at SocioSurge of duration 45 days.
- Done winter Internship as a Content manager and Brand Manager in Flairboat of 6 months duration.
- Done internship of One month as UNSchool Campaign leader at UNSchool
- Worked as an intern in JMES (Jankalyan Multipurpose Education Society) as a business development and strategy development Intern with Letter of Recommendation.
- Organized a meme Competition event. And raised a fund for the donation in Charitism.
- Content creator and raising the voice of people through me and my group member's memes.