

ABHINAV SAGAR

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EDUCATION

IILM Graduate School of Management, Greater Noida

- Pursuing PGDM – 81.8% **2019 -2021**

Symbiosis International University Noida

- Symbiosis Centre for Management Studies – BBA – 55% **2016-2019**

SCHOOL

- Class XII - DAV Public School, Brij Vihar – Secured 74.4% (CBSE) **2016**
- Class X – ST. Mary's Christian School, Shalimar Garden – Secured 5.6 CGPA (CBSE) **2014**

INTERNSHIP/LIVE PROJECT

Bharat Heavy Electricals Limited, Noida *Executive Trainee* **May-June 2017**

- Learned about the practical working of HR department and employees promotion and motivational activities

Kotak Securities, Noida *Junior Portfolio Manager* **May-June 2018**

- Got trained in financial products & acquired inside knowledge about the dynamics of working of the equity market by carrying out daily analyses of the market.

ShubhiTech, Sonipat *Digital Marketing Analyst Intern* **April-July 2020**

- Handling digital team and social media platforms for promotion, creating campaigns and hosting live sessions.

ACADEMIC PROJECTS

- Detailed Study on impact of Brexit on Britain and major countries- Macro Economics Report
- Impact of Demonetization on Online-Banking in India- Research Project- Part BBA (5th Semester)
- Study of Adidas, segmentation, targeting and positioning and strategies formulation for future
- Study of strategies adopted by OYO future strategies formulation
- A study on distribution channel of Colgate, its logistics and physical distribution management

LEADERSHIP EXPERIENCE

SYMBIOSIS Cultural Society

- Facilitated fund raising of fest through sponsorship, designed brochure and banners
- Head of Marketing team for various college events and lead many college projects
- School Prefect
- Captained MMCAXI team in JPL (Junior Premier League) 2016, Ghaziabad

Volunteering

- **Our Voix-** To prevent children from becoming victim or culprit to sexual abuse. Marketing, content and campaign management
- Active Blood Donor
- Visit NGO (India HIV AID Alliance)

ADDITIONAL CERTIFICATION AND COURSES

Coursera Courses

- Influencer Marketing Strategy by Rutgers the State University of New Jersey
- Entrepreneurial Strategic Management by University of New Mexico

SKILLS AND INTEREST

- Various Cricket events at District level.
- Travelling, Sports, Music and Painting
- working knowledge of French

REFERENCES

- Faculty mentor- Rajkishan SS, Professor, Economics, IILM GSM.
- Contact- Email- rajkishan.nair@iilm.edu, Phone no.-9818090843.