



## AMRIT SHARMA

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### EDUCATION

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**IILM UNIVERSITY, GURUGRAM** **2020-2022**  
**M.B.A (Marketing)** with 77.05%

**S.S. JAIN SUBODH PG AUTONOMOUS COLLEGE, JAIPUR** **2015-2018**  
**B.B.A (Business Administration)** with 60.38%

### SCHOOL

- **Oxford International Public School, Jaipur** - Secured 70.3% in 10th from Central Board Of Secondary Education (CBSE) board. **2013**
- **Oxford International Public School, Jaipur** - Secured 60.8% in 12th from Central Board Of Secondary Education (CBSE) board. **2015**

### INTERNSHIPS

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**Dukes India** **4/2021-6/2021**  
**Sales In-charge** with 2.0 Months exp.  
**Description -**

This was a field job where I had to visit local market daily.

- I was a part of sales and distribution team in Jaipur.
- Knowing the customer awareness about the products of DUKES.
- Get orders from retailers & closely studied their purchase behavior.
- Connecting to the retailers and recording their feedback.
- Studied the distribution channel in Jaipur.

**Shriram Life Insurance** **2/2021-3/2021**  
**Marketing & Sales Intern** with 1.5 Months exp.  
**Description -**

Worked with Shriram Life Insurance in digital business as a sales & marketing intern, acquiring knowledge about different insurance plans, understanding the market, and converting leads by pitching insurance to customers.

**InternIn** **3/2021-3/2021**  
**Campus Ambassador** with 0.5 Months exp.  
**Description -**

Campus Ambassador

- Monitoring and handle the social media team.
- Handle the Social Media campaign on all social media platforms.
- Engages with customers or clients and provides services.
- Scheduling posts for Social Media platforms.
- Analysis of daily content post on the social media page.

### ACADEMIC PROJECTS

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**Marketing Project**  
**Description -**

Company analysis- hp laptop (complete analysis including STP, features, advertisement, design etc. in detail)

## LEADERSHIP EXPERIENCE

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### **Captain of School Cricket Team**

#### **Description -**

Lead the cricket team in the inter-school match.

## SKILLS AND INTEREST

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**Skills:** Microsoft PowerPoint, Microsoft Excel

**Languages Known:** English, Hindi

**Co-curricular Activities:** Sports

**Other Co-curricular Activities:** Badminton, Cycling

**Other Skills:** Canva, Microsoft Word Basic, Team player, Networking skills

## ACHIEVEMENTS

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Generated a revenue of Rs 60,000 during Summer Internship in Dukes India.