

CURRICULUM VITAE

Ashish Pratap Singh

Masters In Business Administration (MBA)

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Trans Yamuna, Agra -282006,

Uttar Pradesh, India.

Career Objective

To become a successful Marketing Management professional, and use my skills and abilities to attain higher levels of competence, achievements and growth, to fulfill my responsibilities towards organizational goal.

Academic Information

- Masters in Business Administration (MBA).
(August 2019 – July 2021).
The NorthCap University, Gurugram.
 - Marketing (Major)
 - Finance (Minor)
- Bachelor in Commerce (B.Com).
(August 2016 - May 2019).

Professional Experience:

- **AADVIK FOODS & PRODUCTS PRIVATE LIMITED**, Delhi (1st May 2021 - Till date).
(India's first company to process, brand, and market products of nutritional and medicinal value focussed on health and wellbeing, in India and abroad along with a host of other products).
 - As a **Performance Marketer**, I am responsible for handling E-commerce Marketing activities for the company, creating brand awareness, managing lead generation, online media development, and social media marketing campaigns.
 - Independently handling online advertisements, marketing campaigns and brand promotional activities through YouTube, Google ads and creating brand pull to achieve sales revenue over Amazon (US, Japan, Canada, India, Flipkart), Meesho, Snapdeal etc for various products from Aadvik and associated brands.
 - Successful in achieving a high rate of conversions leading to high ROAS, and optimized budget control.

Internship / Trainings :

- **ACPL EXPORT**, Agra (1st June 2020 to 10th July 2020)
One of the largest manufacturer and exporter of Silver Jewellery in India.
 - As a Sales and Marketing Intern at ACPL Exports, I learned the organisational processes of sales and Marketing. I had firsthand experience of understanding customer requirements and evaluating marketing demands. Process / SOP related to order receiving, production and shipping to customer.
 - Learned about customer feedback, survey and customer satisfaction processes.
 - During my internship experience with ACPL Export. I was able to develop my communication skill, planning and leader ship skill on an organisational structure. Direct interaction with factory resources brushed up my personal relationship and decision making skills.
 - Used Microsoft Excel to develop inventory tracking spreadsheets.

MOOC / Online Courses :

- The Fundamentals of Digital Marketing

- Successful Negotiations
- The Strategy of Content Marketing
- Marketing Tools : Digital Marketing
- Sales : Customer Success and Satisfaction
- Soft Skills for Sales Professionals

Trainings and Workshops :

- Data Science Workshop : Advanced Excel.
- Workshop on Ethics in Economics and Statistics.
- Workshop on Pre-cast Civil and Mechanical structures at Wintus Company.
- Workshop related to Economical Values at JBM Group.

Technical Skills

- Knowledge of following software
- Successfully completed SALESFORCE
 - MS Word & Excel
 - HTML
 - MS PowerPoint

Personality Traits

- Creative
- Open minded
- Patient
- Adaptable
- Realist
- Quick Learner

Strengths

- Sales & Marketing
- Business Administration
- Creative Merchandising
- Financial Management
- Negotiation
- Budgeting
- Flexible and Adaptable

Hobbies

- Watching Automotive Shows
- Off-road Biking and driving new Cars
- Gaming
- Go-Karting
- Cooking
- Air gun shooting

Extra-Curricular Activities

- While in college, as a Vice President of Synergy Club, Successfully organized the event “Synergy” for student and attendees to experience excellent networking opportunities and gain insights about how the Guests of Honour dealt with a multitude of situations at different stages of their life based on their life experiences.
- Team member of school discipline committee.
- Participated in school level air rifle and pistol shooting events.
- Active participant in off-road motor bike events.

Personal Details

Date of Birth : 03-April-1997
 Nationality : Indian
 Father's Name : Mr. H P Singh
 Father's Mobile number : 9997771023