

## MANISH KUMAR SINGH

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### EDUCATION

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#### IILM Graduate School of Management, Greater Noida

- Pursuing PGDM course 83.06% (Till Term 4) 2019-2021

#### Ranchi University, Jharkhand

- Marwari College - Bachelor of Commerce (Honors) with 73.56% 2016-2019

#### SCHOOL

- DAV Public School, Gandhi nagar, Ranchi – Secured 62.2% (CBSE) 2015-2016
- DAV Public School, Gandhi nagar, Ranchi – Secured 60.0% (CBSE) 2013-2014

### INTERNSHIP EXPERIENCE

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#### Extramarks Education India Private Ltd, Noida

May to July 2020

- Generate leads and convert the leads into final sales.
- Making the proposition to the management/concerned department.
- Arranged the demo class for the students
- Handling all the documentation work until completion (signing up the contracts)
- Maintained strong sale relations with the customers.

### ACADEMIC PROJECTS

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#### Detailed analysis on industry of choice (Digital Media: Interactive Avenues)

Nov 2019

- Developed understanding on the changing media preferences.
- Understood how digital marketing plays an important role to influence customer towards the product.
- Role of digitization and the emergence of various OTT platforms.

#### Economic Project on country (Canada)

- Detailed analysis of socio-cultural, political and economic situation of Canada. Nov 2019

#### Economic project on industry of choice (Automobile)

Sep 2019

- Detailed analysis of automobile industry from economic point of view

#### Detailed market study of Amul

Aug 2019

- Understood product's orientation towards market place.
- Prepared questionnaire to collect primary data.

- Taking consumers and retailers feedback on the product.
- Planning new strategies to further the growth of the product.

## **ACHIEVEMENTS**

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- Represented Jharkhand in SGFI in Kabaddi (3<sup>rd</sup> Position) 2016
- Cultural – Inter zonal skit competition (3<sup>rd</sup> Position) 2016
- DAV National Sports Winner 2015

## **SKILLS AND INTEREST**

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- Travelling
- Sports
- Play & Drama
- Python (basic)

## **REFERENCES**

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- Dr. Shyamali Satpathy-Mentor (Faculty Human Resource Management)  
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