

# PRANAV KRISHNA

## MBA (Marketing)



### CAREER OBJECTIVE

To work in an organization as a Marketing professional, where I can contribute to the organization's growth and profitability with my skills and in turn get an opportunity to gain exposure and expertise that would help me to build a promising and successful career.

### CERTIFICATIONS

- The Fundamentals of Digital Marketing Course (2021) (From: Google Digital Garage)
- Project Management Online Course (2022) (From: Lernex)
- Basic in MS Excel (From: Amazon Cares)

### SKILLS

#### PROFESSIONAL SKILLS

- MSWord
- MS PowerPoint
- MS Excel

#### PERSONAL SKILLS

- Punctual and reliable
- Hardworking
- Team player

### HOBBIES

- Listening music
- Writing poetry
- Cooking

### LANGUAGES KNOWN

- English
- Hindi



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D.O.B – 19April 1999

### EDUCATION

Course/Degree	Institution	Board/University	Year of Passing	Percentage/Grade
MBA	School of Management	G D Goenka University, Gurugram	2021-2023	7.3 CGPA
BCA	Kisan College, Sohrai	Magadh University, Bodh Gaya	2019	71%
Intermediate	TLN Inter College, Lakhisarai	BSEB	2016	61.2%
High School	Vivekanand Public School, Warsaliganj	CBSE	2014	8.4 CGPA

### EXPERIENCE

#### Sales Trainee

##### Kansai Nerolac Paints Limited

04/2023 – Current

#### Roles and Responsibilities

- Increase extraction at low counter share dealers with focused visits & demand generation activities.
- Communicate various schemes to these low counter share dealers & enrol them in these offers for business increase, dealer accounting & timely scheme settlements.
- Convert non-dealers to dealers with the help of influencer contacts.
- Increase shop visibility at identified competition counters.
- Organize & Conduct Painter meets at pre-selected low counter share dealers.
- Enrol painters in NPP (Nerolac Premium Painter) program, closely monitor their sales & ensure non-user painters become users.
- Provide market information support to ASM (Area Sales Manager) on select outlets.

#### Marketing Intern

##### Bajaj Capital Ltd

06/2022 – 08/2022

#### Project Undertaken

- Analysis of mutual funds in India.
- Create awareness about Mutual funds and advise customers about the schemes.
- Bring new customers to the company through my own network.
- Prepare a portfolio of the best mutual funds schemes for the customer.
- Meeting with marketing associates of several companies which provides mutual funds opportunities.

#### Digital Marketing Intern

##### Good Space

11/2021 – 01/2022

#### Project Undertaken

- Advertise the company through different social media platforms.
- Create content for digital platforms and doing awareness about the services.
- Create and run campaigns online to drive website traffic, brand awareness, visibility, and generate leads.
- Onboard new clients on the company app and help them with registration.

#### Sales & Marketing Intern

##### IFORTIS Worldwide

01/2022 – 02/2022

#### Projects Undertaken

- Representing the company with our friends and family on various social media platforms.
- Explaining event details to our contacts and generating sales for it.

## ACHIEVEMENTS

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- Vice president of Kisan College Student Union (2017-2018)
- Certificate of national science Olympiad (2013)
- Attended Marketing Meeting at GD Goenka University
- Attended HR Summit at GD Goenka University

**Date:**

**Place: Patna**

**Signature:**

Pranav Mishra