

PROFILE



VIKAS KUMAR



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CAREER OBJECTIVE

To work in a challenging environment that would best utilize my abilities to the maximum by providing me wide exposure, sufficient responsibilities, independence of thought and an opportunity to dispose my capabilities to the fullest for the benefit of the organization and to obtain challenging and responsible position in an organization where I contribute to the successful growth of an organization using my abilities and knowledge.

PROFESSIONAL QUALIFICATIONS

✦ Master in Business Administration with Marketing (M.B.A)

Christ University, Bangalore, Kengeri Campus, Karnataka, India

Affiliated to Christ University, Bangalore

Year of Passing: 2021-ongoing

✦ Bachelor of Science in Industrial Chemistry (BSc)

CGPA: 7.4

Atma Ram Sanatan Dharma College, Delhi, India

Affiliated to University of Delhi

Year of Passing: 2016-2019

✦ Higher Secondary Education

Percentage: 90.4%

Board of Examination: Central Board of Secondary Education

D.A.V Public School, Vasant Kunj, New Delhi

Year of Passing: 2015

✦ Secondary Education

CGPA: 9.6

Board of Examination: Central Board of Secondary Education

D.A.V Public School, Vasant Kunj, New Delhi

Year of Passing: 2013

PROJECTS UNDERTAKEN

- ✦ Pursued Post Graduate level mini project on “**Organizational Structure Training at Shree Cement Ltd**”.
- ✦ Pursued Post Graduate level Digital Marketing Campaign for “**Day One Café**”.
- ✦ Pursued Post Graduate level mini project on “**Social Concern Project at Swastik Marketing Company**”.
- ✦ Pursued Post Graduate level mini project on “**Social Concern Project at Humanity Foundations**”.

SKILLS

- ✦ Adaptability
- ✦ People Oriented
- ✦ Business Analytics
- ✦ Email Marketing
- ✦ Digital Marketing
- ✦ Basic knowledge in Google AdWords and Google Analytics
- ✦ Basic knowledge in MS Office, MS Excel and MS PowerPoint
- ✦ Good Communicative Skill

AREA OF INTEREST

- ✦ Digital Marketing
- ✦ Sensory Marketing
- ✦ Metaverse Marketing
- ✦ Artificial Intelligence