

VIRAT CHIKARA

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EDUCATION

IILM Graduate School of Management, Greater Noida

- Pursuing Post Graduate Diploma in Management (PGDM) (Marketing Specialization) **2019-2021**

CCS University, Meerut (Graduation)

- Disha Bharti College of Management and Education, Saharanpur – B.Com **2016-2019**

SCHOOL

- Class XII – Rainbow School, Saharanpur – (CBSE) **2015-2016**
- Class X – Rainbow School, Saharanpur – (CBSE) **2013-2014**

INTERNSHIPS

Extramarks Education Pvt. Ltd., (Work from home)

May 2020 – July 2020

Intern of Sales and Business development in Extramarks Education

(Duration : 2 Months)

- Get to know more about Sales and Marketing in EdTech Company.
- Learn how to Pitch products to the targeted Customers and to create leads for sales.
- To Learn how to create awareness for the products of the company.
- Performed all tasks and duties from home only.

First Light Event Company (Work from home)

April 2020 – June 2020

Intern of Digital and Social Media Marketing with First Light Events

(Duration : 10 Weeks)

- Increase Audience Engagement on Social media handles of the company.
- Promotion of the Companies events through Digital Media.

EXPOSURE/ ACADEMIC PROJECT

Sales and Distribution Study on Janumet (Diabetic Drug)

September 2020

- Contacted to a Distributor of MSD Pharma and gather the information regarding distribution and sales of Janumet and then make a Report and presentation.

Study on Making New E- Commerce Idea (Kisan Sathi)

September 2020

- Make a E- Commerce Idea for rural and Agriculture
- Idea is to make Application of mobile named Kisan Sathi.

Business Research Report on Chinese Mobile phone Industry

March 2020

- Study on Different Chinese Mobile phones Brands Ruling in Market.
- Study How to Collect Data and Hypothesis Testing.

Digital Marketing Group Project on Gamification in Marketing.

March 2020

- To Study the Gamifications Techniques and How they Benefit in digital World.

Passion Project on Dabur Chyawanprash (Group Project).

March 2020

- Study on Consumer Behavior 9 Concept Areas and their Advertisements Strategies.

Field study on Domino's (Group Project).

September 2019

- To Know about 4p's, STP and Customer Satisfaction about Products through Field Survey.

Industry Visit of ITC, SAHARANPUR.

October 2017

- To learn how industries are maintain their working culture.

LEADERSHIP EXPERIENCE

- Organized various events as Core Co-Ordinator in culture club at IILM.
- Co-Ordinator in Discipline committee in NABP Conference at IILM.
- Organized many events in school like Annual day, Sports day and exhibition.
- Also be the part of societal work which was organized by NGO's.

ACHIEVEMENTS/CERTIFICATION

- Coursera Course Certificate - Programming for Everybody (Getting Started with Python) (Certificate Id: C6X9D37HJ8WA).
- Coursera Course Certificate - AI for Everyone (Certificate Id: X472RU6GX32M).
- Coursera Course Certificate - Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences (Certificate Id: 5PH7ZV997NCU).
- Coursera Course Certificate - Influencer Marketing Strategy (Certificate Id: WPCUZBW29CQB).
- Coursera Course Certificate - An Introduction to Consumer Neuroscience and Neuromarketing (Certificate Id: EG7ZDQ9VMDKR).
- Certification of Google - The Fundamentals of Digital Marketing (Certificate Id: 4FQ T8L 5TK).
- HubSpot Academy - Social media Marketing (Certificate Id: 17680dfbda01461984f0ce4c6c0326cb).
- HubSpot Academy - Email Marketing (Certificate Id: 87cdb48ce16468c8f0c9b19b5419833).
- HubSpot Academy - Contextual Marketing (Certificate Id: 9c29e728f7504bbe9ec9a1fe9ed3b76a).
- TATA Steel E-Learning Course - Certificate of Industry 4.0.

SKILLS AND INTERESTS

- Computer Skills: Basic Knowledge of MS word, Excel, PowerPoint.
- Interest in Technology, Gadgets & Digital Marketing.
- Sports: Swimming, Cricket, Kabaddi and Volleyball.
- Knowledge about Farming, Agriculture & Rural Area.
- Good in Presentation & Influencing

REFERENCE

- Mentor: **Dr. Shweta Nanda**
 - Email-ID: **shweta.nanda@iilm.edu**
 - Phone No: **9599609088**
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