

ASHISH KUMAR MISHRA

Email: mishraashish1346@gmail.com

Phone: 7488210483

LinkedIn: <https://www.linkedin.com/in/ashish-mishra-51b294249>



PROFESSIONAL SUMMARY

Enthusiastic marketing fresher eager to kick-start my career with a passion for creativity and innovation. Solid foundation in marketing principles with expertise in market research, consumer behavior, lead generation, networking and digital strategies. Proactive learner with a strong work ethic, thriving in collaborative, fast-paced environments. Ready to contribute to success by developing innovative strategies and crafting compelling content.

EDUCATION

Lloyd Business School , Greater Noida MBA In Marketing and Operation	2024
University of Calcutta, Kolkata B.COM Honours in Accounting , Mark -79%	2022
DAV Public School , Bokaro , Jharkhand Intermediate in Commerce , Mark – 87%	2019
Saint Joseph’s School , Banka , Bihar Matriculation , Marks – 67%	2017

EXPERIENCE

Kailash Metal – Prasad Marketing, Patna, Bihar **Marketing Intern (1st oct – 30th Nov 2023)**

Responsibilities:

- **Client Interactions** : I handle client interaction, inquiries, feedback, complaints, product demonstrations, upselling, leads, support, and records.
- **Market Research** :Conducting market research to understand customer, retailer needs, preferences, and behaviors regarding different aluminum products.
- **Sales and Lead Generation**: I drive sales and lead generation strategies to promote aluminum products, optimizing marketing efforts.

EXTRA ACTIVITY AND PARTICIPATIONS

- Attended PHD chamber of commerce event by RBI
- Online Quizzing festival By VIT , Vellore
- Artha shastra 4.0 By IIM, Kashipur
- Let’s talk By HR CLUB Lloyd business school

PROJECTS

- Mini project 1 - Business model on Pen and Pencil (2 in 1)
- Mini project 2 - Study on Telecommunication industry
- Summer Training Report on Kailash Metals

STRENGTHS

- Adaptability
- Team work and Collaboration
- Communication and Negotiation
- Creative thinking and Planning abilities
- Market analytics
- Leadership and Problem Solving

SKILLS AND CERTIFICATIONS

- MS Office , Excel , PowerPoint
- Digital Marketing (Google)
- Email Marketing (Skill Up)

LIGUISTIC PROFICIENCY

- English
- Hindi