

# ABHISHEK SINGH

## INVERTIS UNIVERSITY BAREILLY

@ dscollectorate123@gmail.com

☎ (+91)7906480860

📍 Bareilly, Uttar Pradesh



## EXPERIENCE

### Management Trainee

#### Nysaa Retail Pvt Ltd

📅 March 2022 – present

📍 Lakhimpur (U.P.), India

- Passionate, Dedicated Management Trainee assisting the Assistant Store Manager with daily managerial operations.
- Creating store schedules for employees, and implementing marketing strategies to increase customer patronage.
- Learning to evaluate performance.

### Marketing & Sales

#### Outlook Group

📅 July 2021 – Sept 2021

📍 New Delhi, India

- Learned Segmentation Targeting and Positioning(STP) Process, applied it and reached to the targeted audience accordingly.
- Learned How to tackle different customers in a practical world.
- Collecting and analyzing data to identify the customer trends.

## EDUCATION

### MBA in (Marketing and Retail)

#### INVERTIS UNIVERSITY BAREILLY

📅 1 Sept 2020 – 27 July 2022

📍 Bareilly,(U.P), India

### Graduation (B.SC)

#### BAREILLY COLLEGE (MJPRU)

📅 April 2017 – June 2020

📍 Bareilly,Uttar Pradesh

- percentage– 60.37%

## CAREER OBJECTIVE

To work for an organization which provides me the opportunity to improve my skills and knowledge to grow along with the organization objective.

## PROFILE SUMMARY

- Looking for an entry-level position in well-known organization where I can utilize my extensive knowledge about the area gained during my MBA degree.
- Well versed with market research and excellence in creating brand awareness strategies.
- Proficient in English language skills to convince potential customers and clients.

## TECHNICAL SKILLS

- Languages : R-Language
- skills : MS WORD, MS EXCEL, Tally
- Environments : Windows

## PROJECTS

### Consumer Buying Behaviour and Perception towards Equity Mutual Funds

- The Purpose of this project is to analyze the investing patterns of the customers.
- We learned about the various type mutual funds and strategies of how to invest to gain profit.
- An Idea to explore where the customers wants to invest in Short Term Long Term.

## HOBBIES & ACTIVITIES

- Travelling and Exploring new places.
- Helped in organizing cultural and technical fests in college.
- Volunteered for social initiatives like blood donation camp.
- Playing Cricket, Chess and Badminton.

## LANGUAGES

English



Hindi

