



Shubham Kheria

Energetic and passionate college student pursuing an MBA from ICAFI Business School, Bangalore (IFHE), looking for a challenging role in a reputable organisation to incorporate my skills and put them into use and gain ample knowledge in the field of Marketing and Finance.

IBS[®]
ICFAI BUSINESS SCHOOL
BANGALORE

Email ID: Shubham.kheria22@ibsindia.org					EDUCATION					
					Course & Specialization		College/Institute or Board/University		Year of Passing	% Marks / CGPA
					MBA		IBS Bangalore		2024	6.45 CGPA
LinkedIn: https://www.linkedin.com/in/shubham-kheria-75b010209					UG Degree		Jadavpur University		2021	8.9 CGPA
					XII Std		CBSE Board		2018	81%
					X Std		ISCE Board		2016	65%
DOMAINS					SUMMER INTERNSHIP (February to May 2023)					
Marketing. (major) Finance. (minor)					Title: Sales & Marketing Intern in Asian Paints Décor Pro. Company: Asian Paints.					
SKILLS					Description:					
<ul style="list-style-type: none">• Microsoft Excel• Microsoft PowerPoint• Microsoft Word• Canva					<ul style="list-style-type: none">• Creating the segmentation, targeting and positioning model.• Approach potential customers to establish relationships.• Understanding customers’ needs and providing solutions accordingly.• Gaining solid knowledge of competitors.• Aim to reestablish and preserve old customers.• Practicing upselling and cross-selling opportunities.					
INTERESTS					ADDITIONAL QUALIFICATIONS & CERTIFICATES					
<ul style="list-style-type: none">• Football• Table Tennis• Swimming• Travelling• Social Work					<ul style="list-style-type: none">• Fundamentals of Digital Marketing.• Advanced Excel course.• Basics of Power BI. (Pursuing)					
LANGUAGES					OTHER PROJECTS UNDERTAKEN					
	S	R	W	<ul style="list-style-type: none">• Marketing & Sales intern at Magnik India. (July 2021)• The study of Customer Perception towards Ayurvedic Health Products. (Jan 2021)• The Impact of Celebrity Endorsement on Brand Personality – Unilever Lux. (June 2021)• Live project on Digitalization of Street Vendors. (June 2022)• Live Corporate Project on Brand Marketing and Sales Promotion under ForeVision Young Leadership Program 2022. (August 2022)						
English	✓	✓	✓							
Hindi	✓	✓	✓							
Marwadi	✓									
Bengali	✓									
PERSONAL INFO					ACHIEVEMENTS					
DOB:	25/07/1998				<ul style="list-style-type: none">• Represented my team at the district level in Table Tennis. (May 2013)• Winner in the under 19 Inter School Table Tennis tournament. (August 2015)• Runner-up in Inter College Football tournament. (December 2022)• Awarded for social cause during COVID-19. (May 2021)• Achieved 3rd position in Intra College Table Tennis tournament. (April 2019)• Runner-up in Acumen (pioneering innovation) during graduation. (July 2018)					
Domicile State:	West Bengal									
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