



Yash Kumar Jha

Marketing and International Management and Strategy

Results-driven MBA professional, aiming to contribute to a competitive corporate environment by applying analytical thinking, collaborative leadership, and a passion for continuous improvement

Work Experience

Vastvik Films

Marketing Executive

2nd October 2023 – 30th December 2023

As a Marketing Executive, my job responsibilities involves a range of strategic responsibilities - identifying B2B brands, businesses, and industries to serve with the objective of increasing brand awareness and revenue for Vastvik Films.

Moreover, my tasks include but are not limited to conducting thorough market research to identify potential B2B brands, businesses, and industries that align with Vastvik Films services, establishing new business collaborations with domestic as well as international B2B clients in order to build a strong business relationship with companies.

Internships

Alpha Impex

Marketing Research Analyst

June 2022 - July 2022

In my role as a Marketing Research analyst, my primary work was to discover new International B2B clients in Asian and African countries and initiate the pre sales process for Alpha Impex. In the process, I was extensively involved in export data management and for arranging the list of buyers/importers of our HS Codes from Indian embassies in different countries in order to export our five different products globally.

Contact

Chandigarh

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Education

MBA - Thapar University, Punjab
2021 - 2023

BBA - Rungta College of
Science & Technology, Bhilai
2016 - 2019

12th - Krishna Public School CBSE
PCM 2016

10th - Krishna Public School CBSE
2014

Technical Skills

- International Marketing
- Stakeholder Management
- B2B Marketing
- IBM SPSS
- MS Excel
- MS Word
- Email Marketing

Soft skills

- Negotiation
- Team Leader
- Team Player
- Efficient Communication
- Active Listener

Certificates

- Marketing Research- Udemey
- 4P’s Marketing mix - Great Learning
- Fundamental of Digital Marketing- Google
- Excel - intermediate - Great Learning

Co-Curricular

- Won 2nd prize in singing competition at Thapar University
- Won 1st prize for ADMAD show with the team during BBA

Interests

- Guitar
- Singing
- Meditation

Languages

- English
- Hindi

Clarity

Marketing Research intern
December 2022

As a Marketing and Research intern, the major work was to improve the social reach of the Clarity product/app in order to surge its awareness among customers and prospects. During the internship period, I also researched new upcoming features for the Clarity application and suggested effective changes to my manager which were incorporated by the marketing team. Additionally, I designed couple of digital posters for the company and conducted surveys in the target segment for the company.

Career Brain Consultancy

Human Research intern
March 2021

As an HR intern, my responsibilities were creating a database of new candidates on CB CRM software, also I was involved in headhunting of prospective employees online/offline. Apart from that, I have recruited, conducted interviews with candidates, and also dealt with some of the clients of Career Brain consultancy.