

Pradhum Singh Narwariya

Male, 21

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TalentServe - Intern

Sales and Marketing

EDUCATION

Year	Degree	Institute/School	% / CGPA
2022-2024	MBA	IIM Jammu	-----
2021	B.A.	Jiwaji University, Gwalior	70.33
2017	Class XII (CBSE)	Greenwood Public School, Gwalior	56.20
2015	Class X (CBSE)	Ebenezer Hr. Sec. School, Gwalior	79.80

SUMMER INTERNSHIP

TalentServe

Apr '23 – Jun '23

Sales and Marketing Intern	<ul style="list-style-type: none">Generated substantial sales revenue of ₹2 lakh, achieving an impressive 120% of set target, exceeded sales revenue goals and acquired 8 new clients from a pool of 30 potential leads.Enhanced lead generation and lead conversion by executing web scraping for data collection, pitching course ideas to customers, facilitating MOU signings, and managing documentation.Conducted a comprehensive competitor analysis of major online data science education providers, focusing on their curriculum, learning approaches, pricing, and unique features.Developed and implemented a marketing strategy tailored for data science course providers, effectively position and promote unique selling propositions in a competitive market.Utilized data analysis tools such as MS Excel, to make data-driven decisions, optimizing marketing campaigns for enhanced effectiveness and ROI in B2B and B2C segments.
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LIVE PROJECT

Agile Capital Services

Sep '22 – Oct '22

Sales and Marketing Intern	<ul style="list-style-type: none">Effectively maintained records for 1,000 customers monthly, ensuring accurate sales data.Negotiated and secured a deal valued at ₹50,000, through effective sales and negotiation tactics.Increased market penetration by 20% through targeted content marketing campaigns.
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ACADEMIC PROJECT

Market Research	<ul style="list-style-type: none">Conducted a thorough analysis of the computer hardware sector in India, including growth trends, vendor market share distribution, and a detailed exploration of the competitive landscape.Highlighted the significance of ecological sustainability, focusing on the necessity for environmentally responsible practices and sustainable supply chains in the sector.Utilized marketing mix and various strategic matrices to effectively analyse and optimize the marketing strategies for the computer hardware industry in India.
New Product Development	<ul style="list-style-type: none">Led EcoTron's market entry, targeting the mid-price segment to bridge consumer demand gap.Formulated EcoTron's compelling value proposition, emphasizing its unwavering commitment to sustainability, cutting-edge technology, and fortifying its brand position in the industry.Cultivated and meticulously managed strategic partnerships with suppliers, stakeholders, and collaborators, ensuring seamless production and distribution processes for EcoTron vehicles.Orchestrated a strategic distribution plan to maximize accessibility and foster brand loyalty.

CERTIFICATIONS

- “**Digital Marketing**” through Google's Digital Garage, with expertise in **SEO** and **Social media marketing**.
- “**Product Management**” - Great Learning Academy and gained skills in planning, strategies, and lean manufacturing.
- “**Artificial Intelligence**” - Skillup acquired analyzing techniques in machine learning, reasoning and searching.
- “**Innovation Through Design**” from The University of Sydney, Coursera in understanding of innovation landscape.

EXTRACURRICULAR ACTIVITIES

- Participated in the 3rd **National** Online Quiz on India's Insolvency and Bankruptcy Code 2016.
- Took Part in Flipkart WiRED 6.0 organized by Flipkart.
- Engaged in inter-city Basketball League.