

# ABHISHEK TIBREWAL

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Result-driven marketing professional seeking an opportunity to leverage my skills and abilities in a reputable organization that fosters professional development while being creative, and adaptable.

## EDUCATION

### INSEEC MSC & MBA

*Master of Business Administration in Marketing and Brand Management*

Paris, France

March 2023 – February 2024

### UNIVERSAL BUSINESS SCHOOL

*Master of Business Administration in Marketing and Business Analytics*

Mumbai, India

August 2021- July 2022

### SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

*Bachelor of Technology in Mechanical Engineering*

Chennai, India

July 2016- May 2020

## EXPERIENCE

### SUCHITRA SILK MILLS PRIVATE LIMITED

*Marketing Assistant*

Surat, India

October 2023- February 2024

- Conduct market research and competitive analysis to support marketing strategies.
- Assist in the creation of compelling content for various channels, including emails, blog articles, and promotional materials.
- Ensure visual merchandising efforts create appealing in-store displays and layouts.
- Provide excellent customer support and interaction, including responding to inquiries and gathering feedbacks.

### SOLENTEX

*Marketing Analyst & Brand Manager*

Paris, France

September 2023

- Assist in conducting comprehensive market research and analysis to identify emerging trends, competitions, and opportunities.
- Monitoring industry news, trends, and competitor activities to provide actionable insights and informed recommendations.
- Actively participated in brainstorming sessions aimed at generating novel marketing concepts and pioneering project initiatives.
- Playing an integral role in the business development of the company and the enhancement of its brand.

### AIRSLIDE SERVICES

*Business Development Associate*

Delhi, India

October 2022 – February 2023

- Assisted the manager on day-to-day client handling on HubSpot by auditing the client's website and social media platforms, increasing the company sales by 8%.
- Assisted in establishing activation timelines for multiple brands across diverse media platforms, encompassing digital content creation, newsletters, and digital advertising campaigns.

### CALIBER ORGANIZATION

*Business Associate*

Mumbai, India

May 2022 – July 2022

- Conducted competitive intelligence and benchmarking to gather insights and identify markets trends and new business opportunities.
- Assisted as the primary point of contact for B2C and B2B consumers, fostering strong relationships and boosted sales funnel by 10%, implementing a new marketing strategy.
- Conducted outbound prospecting and successfully established entry points with identified targets, resulting in new customer acquisition.

### THE CLIMBER - MYCAPTAIN

*Project Intern*

Bengaluru, India

January 2022- February 2022

- Conducted market research and analysis of the target audience, consumer trends, competitive landscapes, and industry insights, to inform strategic marketing and decision-making.
- Conducted extensive quantitative and qualitative analyses through online surveys, analyze data, coordinate interviews and focus groups.

### TMB SHIPPING PRIVATE LIMITED

*Marketing Analyst*

Kolkata, India

April 2020 – November 2020

- Conducted market research and analysis of the target audience, consumer trends, competitive landscapes, and industry insights, to inform strategic marketing and decision-making.
- Conducted extensive quantitative and qualitative analyses through online surveys, analyze data, coordinate interviews and focus groups.
- Utilized data analytics tools and techniques to extract and data analysis, enabling data-driven decision making and strategic thinking.

## PROJECTS

### Project Head (UBS Sports Club)

*Universal Business School*

August 2021 - July 2022

- Successfully organized and executed various sports events, inter-college competition resulting in increased participation and student engagement.

## SKILLS & CERTIFICATIONS

- **Tools & Technologies:** - Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Power BI, Canva, Google Sheets, Trello, Google Ads, Facebook Ads, Google Analytics, SQL, AutoCAD, SolidWorks, CATIA.
- **Non-Technical Skills:** - Result- Oriented, Operational Rigor, Interpersonal, Analytical, Communication, Flexibility, Problem-solving.
- Proven leadership skills with experience in managing teams and projects.
- Fluency in English both verbal and written.
- **Certifications:** - Sales and CRM Overview, Project Management Fundamentals, Introduction to Google SEO, Business Intelligence Fundamentals, Marketing Analytics Foundation, Excel, Digital Marketing, Social Media Marketing.