

ARUN PANDEY

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Bachelors of Management

E-mail:

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Academic Qualifications:

1. Bachelors of Management Studies 2020
The University of Mumbai. CGPI: 7.53
2. Higher Secondary School Certificate (H.S.C) 2017
Maharashtra State Board. Passed with: 76.62
3. Secondary School Certificate (S.S.C) 2015
Maharashtra State Board. Passed with: 76.60

Work Experience:

- A. Worked as Digital Marketing Intern at Mediapur.
 1. Worked on SEO i.e On-Page, Off-Page SEO
 2. Created banners using Canva.
 3. Have good knowledge of excel.
 4. Performed keyword analysis.
 5. Worked as a Research Analyst for collecting data.
- B. Worked as an intern at Pratham Ngo.
 1. Worked in their communication Department.
 2. Used to collect information in Microsoft Excel.
 3. Managed their Social Media accounts.

Academic Projects

STUDY ON CONSUMER BEHAVIOUR TOWARDS RELIANCE JIO UNIVERSITY OF MUMBAI

- 1.To study the total awareness of Reliance Jio in the market compared to other telecom service providers.
- 2.The method of research used is 'Exploratory Research'.
3. The method of sampling was 'SIMPLE RANDOM SAMPLING'.
4. The sample size was only limited to 40 people.

Co-curricular Activities:

1. Participated in Ad-Venture 2019 held by B.M.S. department.
2. Attended a seminar in Bull & Bear Trading Session which was held by Bombay Stock Exchange (BSE)
3. Participated in Student Life Management Program (SLMP) held at TCSC by Supreme Knowledge

4. Participated in an Online webinar on, Designing a Business Plan in Times of Covid-19.
5. Participated in the Academia Quiz Competition on "Can I be an Entrepreneur -1" held by IQAC & Entrepreneurship Cell - Prerna.

Certification:

1. Facebook Ads webinar held by DigitalDeepak.
2. The Fundamentals of Digital Marketing from Google.
3. Affiliate Marketing webinar held by DigitalDeepak.
4. Lead Generation webinar held by DigitalDeepak.
5. LinkedIn Certification Webinar held by DigitalDeepak.

Extra-curricular Activities:

1. 2nd Dan Black belt in Taekwondo
2. Won medals at state level Taekwondo competition
3. Managed national Taekwondo competition at Pune
4. State and National Referee in Sparring (Fight) in Taekwondo.
5. Maharashtra member of International Human Rights and Social Justice Council.

Skills:

1. Microsoft Office
2. Microsoft Word
3. Microsoft Excel
4. Canva app

Hobbies & Interests:

1. Playing Football
2. Watching Sports