

V N ARVINDHAN
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OBJECTIVE

To achieve high career growth through a continuous learning process, staying dynamic, visionary and competitive in a rapidly changing global landscape. Looking forward to work in a marketing and sales domain that offers a challenging role that makes impact, opportunities for growth, enabling contribution to organizational growth.

INTERNSHIP

Market research intern - Startup venture – May 2024 to June 2024

- Conducted primary market research by performing survey and collected 350+ responses from the individuals to understand customer perspective and willingness to buy coconut sugar.
- Identified the opportunities for the company's growth, suggested 4 effective marketing strategies to attract customers and 5 expansion/growth strategies to develop the company.

EDUCATIONAL QUALIFICATION

Degree	Year	Institute, University/ Board	Percentage / CGPA
MBA in Major: Marketing, Minor: HR	2025	Paari School of Business, SRM University AP	7.25
B Com	2023	VIT University, Vellore	7.83
HSC	2020	National higher secondary school	85.67
SSLC	2018	Vallalar higher secondary school	76.6

PROJECTS

- A study on latest trends in reward system of employees in India
- How Kellogg's marketed better in India
- Rise of Patanjali Ayurved limited
- A study on Wholesale marketing ideas and strategies
- Brand Extension of Horlicks

POSITION OF RESPONSIBILITIES

- Organizing committee volunteer for BIZWIZ event**
Business quiz event, AMEYA Management fest, at SRM AP University
- Marketing person in Community service activities – Samej seva, SRM AP UNIVERSITY**
Dental camp, Art and craft workshop to school students

CERTIFICATIONS/PARTICIPATIONS

- Digital marketing by Trydo school – it's a 30-day course, acquired knowledge on on page and off page SEO, Search Engine Marketing (SEM), Email marketing, Social Media Marketing (SMM), LinkedIn marketing and website creation.
- Google adwords by google
- Introduction to excel by UniAthena
- Foundation of digital marketing and e-commerce, Attract and engage customers with digital marketing by coursera
- HARVARD Manage mentor courses
- Participated in the National financial literacy quiz conducted by NISM and SEBI and secured 80 percentage of mark.

SKILLS

Technical skills – SEO, SEM, Social media marketing, google ads, Email marketing, wordpress website creation, Brand poster making, Marketing strategy, MS office, Power BI.

Interpersonal skills - Communication, Teamwork, Decision making, Critical thinking, Adaptability and problem solving.

LANGUAGES KNOWN

- Tamil, English, Basics in Hindi

HOBBIES

- Watching movies, Playing badminton and chess