



ABHINAY PANSARI

PGDM-MARKETING



CONTACT



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EDUCATION



PGDM-Marketing (70%)

ISBR Business School, Bangalore
2021-2023



BBA (70.2%)

Center for Management Studies,
Jain University
2018-2021



XII (81%)

Delhi Public School, Jaipur
2017-2018



X (74%)

Delhi Public School, Jaipur
2015-2016



SKILLS

- Sales techniques and client relationship building
- Digital Marketing
- Stakeholder Analysis
- Brand development and positioning
- Creative Thinking
- Business Development



INTERESTS

Sports, Fashion, Music, Travelling,
Reading, Current Affairs, Fitness



PROFILE INFO

As a recent PGDM graduate in Marketing, I am skilled in conducting market research, analyzing customer needs, and developing effective sales techniques. I have experience in overseeing sales and marketing goals, advising professionals on key business decisions, and collaborating with teams to promote brand presence on social media. I have also executed successful B2B marketing campaigns, resulting in increased client acquisitions and revenue growth. My passion for sales and marketing, combined with my strong analytical and communication skills, make me a valuable asset.



WORK EXPERIENCE



Infopace Management Pvt. Ltd.

Business Development Manager

February 2023 - June 2023

- As a Sales & Marketing Manager at Infopace Management, responsible for driving revenue growth and achieving sales targets for the organization.
- Successfully onboarded 5 startups for the Ipreneur cohort program through effective communication and marketing strategies.
- Completed 50+ Detailed Project Report for the Vision Karnataka Foundation, aimed at empowering youth in Karnataka.
- Designed the logo, visiting cards, and pitch deck for Ipreneur, contributing to the company's branding efforts and resulting in increase in client inquiries.
- Created a roadmap for a successful EV charging station company, resulting in an increased project budget of Rs. 3 cr. and a successful project launch.
- Engaged with over 200+ youth at the fest held at Kanteerva Stadium, Bengaluru, resulting in 15% increase in awareness about Vision Karnataka Foundation's vision for youth empowerment and entrepreneurship.



Jiyonwall OPC Pvt. Ltd.

Sales and Marketing Intern

June 2022 - July2022

- Conducted Yoga industry market research and identified customer needs, resulting in a report that informed the marketing strategy.
- Achieved Rs. 10,000 in sales over two months using effective sales techniques and building strong client relationships.
- Oversaw sales, marketing, and business development goals, resulting in a 20% increase in customer engagement.



Little Bangalore Stories

Marketing Intern

November 2020 - December 2020

- Advised Sales and Marketing professionals on key business decisions, resulting in a 10% increase in revenue over a one-month period.
- Collaborated with the team to promote the brand and develop the company's social media presence, resulting in a 20% increase in followers and a 15%.
- Conducted keyword research and implemented them into marketing efforts, resulting in a 25% increase in website traffic and a 10% increase in conversions.



Eureka Windoor System Pvt. Ltd.

Marketing Intern

June 2018 - September 2018

- Conducted on-ground market surveys and collected primary data through interviews, identifying potential growth areas and clients that resulted in a 35% increase in sales over three months.
- Analyzed current marketing initiatives and revamped the company's marketing strategy, resulting in a 30% increase in website traffic and a 20% increase in conversions.
- Developed and executed successful business-to-business (B2B) marketing campaigns, analyzing current trends and competition, resulting in a 25% increase in client acquisitions and a 10% increase in revenue over a three-month period.



PROJECTS

- Research Paper on "Understanding the Antecedents of Online Buying Behavior"
- Research Paper on "The relationship between students' subject preference and their information behavior"
- Live Project on "Job Satisfaction Survey of Women in Sales Career"
- Live Project on "Study on the Health and Fitness Industry with reference to Yoga"
- Live Project on "A study on current state of EV charging infrastructure in India and its impact on the adoption of Electric Vehicles"



CERTIFICATIONS

- Blockchain: Understanding its Usage and Implications
- Digital Marketing and E-commerce
- Stress Management
- Predictive Modeling and Analytics - Regression



EXTRA-CURRICULAR

- Participated in My Country Run
- Volunteered in HCL Placement Drive
- Won District Basketball Competition
- Participated in Alliance University Sports Competition