Vikesh Kumar | MBA 2021-2023   IIM Bodhgaya

WORK EXPERIENCE		
ULTRATECH CEMENT	**RETAIL TERRITORY HEAD**	**Jul'24-Till Date**
Roles and Responsibilities	• **Managed retail sales & branding** for **15 districts** (UP Region) to enhance market presence & sales • **Increased revenue** by adding product categories to dealers; improved CX by resolving dealer issues • Executed **6 store rollouts** and **expanded UBS geographic reach** by identifying and converting leads	
ULTRATECH CEMENT	**MT (ULCHEMIES)**	**Jul'23-Jul'24**
Roles and Responsibilities	• Gained foundational **experience in various verticals,** including plant, sales, marketing, and operations • Analysed sales data & market trends and **devised strategies** accordingly for sales and business growth • **Executed promotional activities** for brand visibility and sales by working with cross-functional teams • **Onboarded new vendors** to **expand product portfolio** to boost sales & enhance customer experience.	
MINDFULSOULS (Antaha LLC)	**BRAND MARKETING INTERN**	**Apr'22-Jun'22**
Roles and Responsibilities	• Executed brand marketing strategies using **SEO, Keyword Research, and Website Development** • **Conducted Website audit** and **resolved multiple website issues** to optimize website functionality • **Performed competitor analysis** with tools **Google Search Console and Google Analytics, Spy Fu** • Designed email templates for mass emailing, **managed email marketing campaign** using MailChimp • **Directed content strategy** & guided writers on SEO-optimized content**, elevating SERP rankings.**	
CLEAR EXAM	**DIGITAL MARKETING INTERN**	**Mar'22-Apr'22**
Roles and Responsibilities	• Implemented **on-page and off-page SEO** strategies, including keyword research and content design • **Developed SEO-optimized blogs** & created bookmarks and backlinks for enhanced brand visibility	

EDUCATION			
MBA	Indian Institute of Management Bodh Gaya	76.45 %	2023
B.Sc. IT	Doranda College, Ranchi	71.42 %	2018
12th	Saraswati Shishu Vidya Mandir Dhurwa Ranchi	70.00 %	2014
10th	Lala Lajpat Rai Senior Secondary School, Pundag, Ranchi	62.70 %	2012

POSITIONS OF RESPONSIBILITY		
Samatvam Centre	• **Organized International Research Conference** on **Mindfulness** with Team Samatvam	2021-23
Economics Club	• **Contributed** as a **content writer & researcher, video editor** for events and social media	2021-23

ACADEMIC ACHIEVEMENTS		
JSSC Panchayat Secretary	• Cleared the JSSC Exam and **offered for Clerk Cadre** in **Jharkhand Govt's Treasury Dept** • Selected among **4,000 out of 361,000** candidates for merit list/recruitment for the posts	2019
Trainings	• Completed on-the-job training **certification in ASP.NET** from Lifetech Software, Ranchi	2018
	• Completed on-the-job training **certification in JAVA** from Lifetech Software, Ranchi	2018

EXTRACURRICULAR ACTIVITIES AND PROJECTS		
Websites projects	• Working on **a fully functional e-commerce** project hosted at www.testing.monclife.com • Designed projects hosted at www.ranchicarpenters.com, www.poeticcritic.com and more • Utilized **HTML, CSS, JavaScript, PHP, WordPress, Bootstrap, MySQL, jQuery,** etc.	2021
Python Projects	• Extracted and analysed Flipkart smartphone data using **web scraping** with Pandas, etc. • Developed a machine learning model to predict Uber fares based on weather and other data	2021
Chess	• Playing **chess** at chess.com with an **average rating (1600)** & **highest (1732)** in rapid mode	2018

CERTIFICATIONS AND LEARNINGS		
Udemy	• Completed Product Management Course: product lifecycle, wireframing, metrics, and etc. • Gained skills in **UX design, agile, go-to-market strategies**, **Market Research**, and more	2022
	• Completed a **full stack web development** course, (front-end & backend) **mastering tools HTML, CSS, JavaScript, React.js, DOM, APIs, GitHub, DBMS such as MySQL**, etc.	2020
	• Completed **Python Course** covering web scraping, data science, ML, data visualization, etc. • Gained proficiency in **database handling, automation**, **game development, GUI**, etc.	2021
BizWiz Learning	• **Mastered advanced Excel,** includes data analysis, macros, lambda function & Visual Basic	2021

OTHER SKILLS AND HOBBIES		
Other Skills	1. Data Visualisation (Power Bi, Tableau) 2. Design Tools (Figma, Adobe Photoshop) 3. CMS (WordPress)	
Hobbies	• Writing • Chess • Poetry And Recitation	