

ROLL NUMBER: P2201003**Vijit Yadav**

Male

DOB

10-Feb-2005

TECHNICAL SKILLS

- MS Office
- Python (programming language)
- C (programming language)
- RDBMS (relational database management system)
- MS EXCEL
- Adobe Photoshop
- Adobe Illustrator

PERMANENT ADDRESS

NICMAR UNIVERSITY, MBH ROOM
NO- 116, 25/1, BALEWADI, NEAR
NIA POST OFFICE
City: Pune
State: Maharashtra
Pincode: 411045

LANGUAGE

- ENGLISH AND HINDI

INTERESTS

- Sports
- Yoga
- Trekking
- Reading
- Rubik's Cube

SUMMARY OF QUALIFICATION

Course / Programme	Board / University Name	CGPA/ (%)	Passing Year
MBA-NBS	NICMAR University, Pune	7.76	2027
Graduation	NICMAR UNIVERSITY, PUNE	81.25	2025-Apr
Intermediate	CENTRAL BOARD OF SECONDARY EDUCATION, AGRA, UTTAR PRADESH	70.4	2022-Jul
High School	CENTRAL BOARD OF SECONDARY EDUCATION, AGRA, UTTAR PRADESH	65.4	2020-Jul

INTERNSHIP / PROFESSIONAL TRAINING (Total Duration: 17 Weeks)**SRV MEDIA PVT. LTD**

06-May-2024 - 06-Jul-2024

8 Weeks**PROFILE: DIGITAL MARKETING**

- Developed engaging and targeted content for promotional campaigns aimed at students to boost client visibility and engagement for clients such as Parul University and Symbiosis International University.
- Tailored and localized marketing content for diverse international regions including Africa, the Gulf, and Asia.
- Adapted language, tone, and style to meet cultural and regional preferences, ensuring relevance and effectiveness.
- Managed social media platforms by scheduling posts, engaging with followers, and tracking performance metrics.
- Implemented region-specific social media strategies to increase engagement and reach.
- Created and sent targeted email campaigns to nurture leads and drive conversions.
- Managed email lists, segmented audiences, and analyzed campaign performance.
- Conducted research on market trends and competitor strategies to inform content and campaign development.
- Identified new opportunities for client promotion based on market insights.
- Monitored and analyzed website traffic, social media engagement, and campaign performance using analytics tools.
- Prepared detailed reports and provided actionable recommendations to improve future campaigns.
- Worked closely with mentors and colleagues to brainstorm and execute creative marketing strategies.
- Contributed to various ad hoc projects and supported cross-functional teams as needed.

UNIVERSITY OF ILLINOIS

18-May-2025 - 18-Jul-2025

8 Weeks**PROFILE: FINANCIAL ACCOUNTING WORK THROUGH COURSERA**

Completed 9 courses in the Financial Management Specialization from the University of Illinois (online).

Developed strong financial accounting and analysis skills. Gained practical experience in financial decision-making and reporting.

Built a solid foundation in financial management concepts.

CERTIFICATION DETAIL

- Excel in finance
- Python

ACHIEVEMENT DETAIL

Excel Fundamentals - Formulas for Finance verified by CFI(Corporate Finance Institute).

Fundamentals of Digital Marketing Verified by Coursera.

Cleared NPTEL Online Certification in Yoga and Positive Psychology for managing career and life with a consolidated score of 60%.

1st Place in DRAMACON during REVERBZ conducted at NICMAR UNIVERSITY, PUNE.

2nd Place in NICMARATHON(silver medal) Intra college.

Basketball Pera premier championship - A State Level inter-college sports meet.

Taekwondo under 17(1st) Regional level