

ROLL NUMBER: P25703061



Mr. Anup Jaiswal
Male

DOB

22-Aug-2002

TECHNICAL SKILLS

- MS Office
- Ms Excel
- Canva
- Wordpress
- Meta Ads Manager

PERMANENT ADDRESS

Vill + Post Nimej Dist, Buxar Bihar
City: Buxar
State: Bihar
Pincode: 802130

LANGUAGE

- English and hindi

SUMMARY OF QUALIFICATION

Course / Programme	Board / University Name	CGPA/ (%)	Passing Year
MBA-NBS	NICMAR University, Pune	6.73	2027
BBA <i>Marketing</i>	PROF. RAJENDRA SINGH (RAJJU BHAIYA) UNIVERSITY PRAYAGRAJ UTTAR PRADESH	51.97	2023-Aug
Intermediate <i>Commerce</i>	CENTRAL BOARD OF SECONDARY EDUCATION	69.83	2020-Jul
High School	CENTRAL BOARD OF SECONDARY EDUCATION	67.83	2018-May

INTERNSHIP / PROFESSIONAL TRAINING (Total Duration: 7 Weeks)

Majestic Realities

04-May-2026 - 27-Jun-2026

7 Weeks

PROFILE: Digital Marketing Intern

- Managed and scheduled social media content and created **Canva-based marketing creatives** to support brand visibility and engagement.
- Contributed to **social media campaign planning and organic content strategy**, supporting audience reach and engagement.
- Supported social media growth from approximately **286% followers** during the internship.
- Improved typical post views from approximately **50–60** with the highest-performing post receiving **1,000+ views**.
- Conducted **keyword research and competitor analysis** to support SEO and content development activities.
- Supported **blog writing, website content optimization, lead generation, and lead follow-up** activities.
- Prepared **weekly social media performance reports** covering reach, views, engagement, and content performance.
- Coordinated with the **marketing teams** to support digital marketing initiatives.

CERTIFICATION DETAIL

- Introduction to marketing (university of Pennsylvani - Coursera)
- International business (university of new maxico - Coursera)

ACHIEVEMENT DETAIL

1. Leadership & Campus Engagement

- **Discipline Committee Team Member – College Ganpati Celebration:** Supported discipline management, student coordination, and smooth conduct of college activities during the Ganpati celebration.
- **Volunteer – Food & Health Department, ICCRIP:** Assisted the Food & Health Committee in coordinating activities and supporting event operations during ICCRIP.

2. Academic & Practical Projects

- **Research Project – Production & Marketing Strategies of Organic Firms in Pune:** Conducted a study on the production practices and marketing strategies adopted by organic firms in Pune.
- **WordPress Website Development – Fitness Hub:** Developed a fitness-focused website using WordPress, including website structure, pages, navigation, and content organization.
- **One-Day Social Immersion Program – “Ways of Natural Farming”** | Nisargamitra, Natural Farming & Study Center | Sep 2025

Participated in a social immersion program focused on **natural farming, sustainability, and practical applications of natural farming concepts.**

- **Three-Day Certification Programme – “Effective Business Plan”** | E-Cell, IIM Bangalore | Jan 2026

Completed a three-day on-campus certification programme on **Effective Business Plan**, organized by NICMAR Business School, NICMAR University, Pune, in association with National B-Plan Championship, Makeintern & E-Cell, IIM Bangalore.