

## Mohd Tasleem

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### EDUCATION

#### Master of Business Administration – Marketing & IT

Indian Institute of Information Technology Allahabad, Uttar Pradesh

August 2022 – June 2024

Cumulative GPA: 7.33/10 [top 30% of the batch]

#### Bachelor of Business Administration (BBA) – General Management

Joseph Business School (SHUATS), Uttar Pradesh

July 2018–August 2021

Cumulative GPA: 7.44/10 [top 25% of the batch]

### CERTIFICATIONS

- |   |                               |
|---|-------------------------------|
| • Product Management by LinkedIn        | April 2024 – May 2024         |
| • Cyber Security Foundation by LinkedIn | May 2024 – May 2024           |
| • Digital Marketing by Tutorials Point  | November 2022 – December 2022 |
| • MS Excel from Learn-Vern              | November 2022 – December 2022 |

### RELEVANT EXPERIENCE

#### Business Development and General Manager(Internship)

Talent Serve, Prayagraj

May 2023 – July 2023

- Conducted market research to identify emerging trends and opportunities, resulting in a 15% increase in market share.
- Generated 500+ leads through strategic outreach and relationship building, achieving a 25% conversion rate.
- Utilized 30+ LinkedIn blogging to enhance brand awareness and engagement resulting in a 40% increase in follower interaction.
- Wrote compelling content to attract and retain audience interest, leading to a 20% rise in website traffic.

#### Experience of 10+ years in the Unorganized sector

- Accumulated over 10 years of hands-on experience in the unorganized sector Retail Grocery sales environment.
- Demonstrated expertise in sales techniques and customer relationship management through daily interactions with diverse clients, resulting in a 20% increase in customer retention.
- Cultivated strong customer dealing skills, achieving a 95% satisfaction rate and fostering repeat business, contributing to a 15% boost in revenue.
- Provided personalized assistance to 200+ customers daily.
- Maintained inventory levels, organized displays, and ensured a clean and welcoming store environment, leading to a 10% improvement in store aesthetics and customer satisfaction.

### PROJECTS

#### Master Project

##### Alcohol and Tobacco Advertising: A Study on Influence of Advertising Among Youths

- Analyzed data from over 210 youth participants to understand the correlation between indirect advertising exposure and alcohol/tobacco consumption.
- Identified and assessed 20+ instances of indirect advertising in popular media platforms.
- Conducted a comprehensive review of 50+ research papers and industry reports on the effects of advertising on youth behavior.

### SKILLS

### EXTRA-CURRICULAR ACTIVITIES

Digital Marketing	Canva, VN	Played table tennis at the district level
SEO YouTube & Instagram	Power BI	Managing the social media account of We Consult (Club) IIIT A
Microsoft Office Suit (word, excel, PowerPoint)	Fluent in English and Hindi	Acoustic guitar and singing