

**Mayank Mani**

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**OBJECTIVE:**

To obtain a rewarding position in a reputable organization where I can utilize my academic qualifications, internship experience, and certifications to contribute to the company's success. I am seeking a challenging role that allows me to apply my skills in marketing, data analysis, and strategic thinking to drive business growth and enhance brand performance. With a strong focus on delivering results and a commitment to continuous learning, I aim to leverage my diverse skill set and passion for marketing to contribute effectively to the organization's objectives.

**EMPLOYMENT DETAILS**

S.No	Organisation	Designation	Experience
1	Volvo Eicher Commercial Vehicles Ltd.	Management Trainee	Joined on 17/04/2024

**ACADEMIC QUALIFICATION:**

<u>Degree/Course</u>	<u>Institution</u>	<u>University/Board</u>	<u>Year of passing</u>	<u>CGPA/Percentage</u>
MBA (Marketing)	ICFAI Business School, Hyderabad	IFHE University	2024	7.73 CGPA
B -Tech	Vellore Institute of Technology, Vellore	Vellore Institute of Technology	2021	8.62 CGPA
Higher Secondary	G.R.S.S. Mandir, Bhagalpur, Bihar	CBSE	2016	82.40%
SSLC	D.A.V. Public School, Bhagalpur, Bihar	CBSE	2014	10 CGPA

**INTERNSHIPS****1.)Aftermarket Intern at Volvo Eicher Commercial Vehicles Ltd. Feb-March 2024**

- \*Performed GIGO Analysis
- \*Incentive Design
- \*Area office contest KPIs

**2.)Marketing Intern-ITC, Patna February-May 2023**

**Title:** Finding new business opportunities for Mangaldeep Agarbatti in Patna (Digha Area)

- To analyze the availability and visibility of Mangaldeep Aggarbatti in Digha Market, Patna.
- Competitive Analysis.
- Depth Study on service Provided by distributor to retailer.

**Special Highlight:** During my internship at ITC, I tried my best to promote business, which have contributed to the 57.8% increase in sales observed from February to March period.

- Gain a deep understanding of NTPC's power generation processes.
- Learn about the various aspects of power plant operations, maintenance, and safety protocols.
- Assist in data collection, analysis, and reporting for ongoing projects and initiatives.
- Interaction with NTPC professionals to understand the challenges and opportunities in the power sector and contribute innovative ideas and solutions.
- Acquire hands-on experience in the operation and maintenance of power plant equipment and systems.
- Support the implementation of energy efficiency and sustainability initiatives within NTPC..
- Participate in cross-functional team activities to understand the interdependencies and coordination required for efficient power generation.
- Develop effective communication and teamwork skills by engaging with diverse stakeholders within NTPC.
- Contribute to the continuous improvement of processes and practices within NTPC through the application of acquired knowledge and skill.

**CERTIFICATIONS:**

- Advanced Google Analytics
- Excel for Business Analysts
- Google Ads Search Certification
- Google Analytics for beginners
- Introduction to Microsoft outlook
- Tableau
- Introduction to SQL
- MS PowerPoint
- Introduction to Bing SEO
- 10 Research Papers
- 1 Book Chapter
- National Seminar
- Annual Conference
- National Workshop
- National Seminar
- International Conference

**ACADEMIC ACHIEVEMENTS:**

- Published 11 Research Papers And 1 Book Chapter.
  - Awarded with Prabhat Khabar Pratibha Samman by Prabhat Khabar (Media Group).
  - Class 10th School Topper.
  - GATE Exam Rank: Air 7119 (2021).
  - JEE Main Score: 125/360 (2017).
  - NMAT Score: 216/360 (1st Attempt) 2021.
  - XAT (Decision Making): 98.81 Percentile 2022.
  - SNAP Score: 31.5/60.
  - IBSAT: 99.7975%ile.
  - Selected for Achiever's Round Selection Process at Goa Institute of Management.
  - My Final Year Project in B-Tech is Selected in Scopus Indexed Journal.
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### **ROLES & RESPONSIBILITIES:**

- The Hindu Educational Club (Core Committee member, VIT, Vellore, 2017)
  - Association of Energy Engineers (Core Committee member, VIT Vellore, 2018)
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### **EXTRA-CURRICULAR AND CO-CURRICULAR ACTIVITIES:**

- Participated in U.G.C. Sponsored National Seminar on "Gandhi's Swadeshi Shiksha in Globalizing Economy".
  - Participated in Annual Conference of Indian Society of Gandhian Studies.
  - Presented a paper in a national workshop organized by Centre for Regional Studies, T.M. Bhagalpur University, Bhagalpur, Bihar.
  - Participated in national seminar on "Ambedkar's concept on Social Reform".
  - Participated in International Conference on "Gender Equality and Women Empowerment".
  - My poems are published in allpoetry.com site.
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### **COMPETENCIES:**

- **Technical Skills:** MS Word, MS PowerPoint, MS Excel, MS Outlook, SAP ERP (Beginner), SPSS, SEO, Tableau, SQL, Google Ads, Google Analytics
- **Personal Traits:** Emotional Intelligence, Leadership, Team player, Quick Learner, Attention to detail Presentation skills.
- **Languages:** English, Hindi
- **Hobbies:** Music, Poetry

### **Link of Achievement Certificates**

[https://drive.google.com/file/d/1-sIYyCux9fYuyUn0dS8E\\_5g6Nbs6Ftk/view?usp=sharing](https://drive.google.com/file/d/1-sIYyCux9fYuyUn0dS8E_5g6Nbs6Ftk/view?usp=sharing)

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**PLACE:** Gurgaon

**SIGNATURE**