

AYUSH KUMAR

Business Student

CONTACT

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- LinkedIn

CAREER OBJECTIVE

Business student with a diploma in Mechanical Engineering and diverse experience in business development, digital marketing, and entrepreneurship. Skilled in customer acquisition, online strategy, and market research. Passionate about leveraging digital tools and data-driven strategies to enhance brand presence, drive growth, and foster business expansion in a dynamic marketing role.

EDUCATION

- 2022 - 2025 (Pursuing)
INDIAN INSTITUTE OF
MANAGEMENT - BODHGAYA
 - Bachelor of Business Administration
- 2019 - 2022
ACHARYYA PRAFULLA CHANDRA
RAY POLYTECHNIC
 - Bachelor of Business Management
 - GPA: 8.1/10

CERTIFICATIONS (HUBSPOT ACADEMY)

- Digital Marketing
- HubSpot Reporting
- Inbound
- SEO
- Social Media Marketing

STARTUP

- Sippin' 2023 - Present
Co-founder
 - Co-founded Sippin, an LLP startup facilitated by the Entrepreneurship Cell of IIM Bodh Gaya, specializing in beverages and snacks. Spearheaded the expansion of Sippin' from a small cart to a full-fledged shop, driving a 450% increase in sales.
 - Successfully manage a team of 4 employees, overseeing daily operations, product development, and customer service.
 - Developed and launched 14 product lines, offering 72+ beverage and snack products.
 - Established seating for 35+ customers, enhancing in-store experience and operational capacity. Sponsored sports events three times, increasing brand visibility and community engagement.
 - Built a strong online presence across multiple channels, including Instagram, LinkedIn, and WhatsApp, to engage customers and promote products.
 - Achieved high customer satisfaction, with ratings of 4.5 for overall experience, 4.5 for taste, 5 for pricing, and 4.5 for product quality.

- Priyanka Group 2024 (May- July)
Business Development Intern

Goal: The company only had clients in India, and the objective was to acquire international clients by first establishing a strong online presence.

- Customer Acquisition: Acquired 12 international clients, through strategies focused on website development, marketing materials, and improving online visibility for the company and CEO.
- Marketing Materials: Collaborated with a digital marketing agency to design a company deck, ensuring alignment with business goals.
- Prospect Research: Built a database of 500+ global prospects using tools like Pitchbook and LinkedIn Sales Navigator, providing detailed company profiles and contact information.
- Email Campaign: Sent 657 emails, achieving a 22% open rate and a 2% reply rate, refining strategies based on feedback to improve engagement.
- Website Development: Led the design and launch of a B2B website, resulting in 8 weekly quote requests, compared to none before.

RELEVANT COURSES

- Marketing Management
- Sustainability Marketing
- Business Research Methods
- Business Ethics and Values
- Spreadsheet Modelling
- Visual Analysis
- Business Statistics

LANGUAGES

- English: Fluent
- Hindi: Fluent
- Bengali: Intermediate
- Spanish: Learning

KEY PROJECTS

2024 (September- Present)

Company- 2scoops

Field- Digital Marketing

Topic- Boosting Brand Visibility and Driving Online Sales through Comprehensive Digital Marketing Strategies, Including Website Optimization and Social Media Marketing, with Ongoing Performance Analysis and Reporting.

Tools used: Google Analytics, Instagram for business.

- Catalogue Design: Collaborated with the graphic design team and CEO to create a company catalogue, aligning with branding and marketing strategies.
- LinkedIn Outreach: Reached out to 386 prospects on LinkedIn, receiving 29 positive responses.
- CEO Collaboration: Worked closely with the CEO, gaining insights into entrepreneurship, sales, and international marketing strategies.

Tools Used: MS Excel, MS PowerPoint, MS Word, Canva, LinkedIn Sales Navigator, Pitchbook.

SKILLS

- Digital Marketing
- Market Research and Analysis
- Marketing Campaign
- Entrepreneurship

Glad Bharat Foundation Project Intern

2024 (March- April)

PAD-ATM Project

- Improved affordability and accessibility of sanitary napkins in underprivileged rural areas, aiming to address crucial hygiene needs and empower marginalized communities.
- Initially approached 2,000 individuals for product reviews, resulting in a consistent demand of 6,000 units per month, improving hygiene access for marginalized communities.
- Contributed to a sustainable revenue stream for the local vendor, generating ₹280,000 in revenue over two months. The caretaker of the PAD-ATM unit earns ₹1 per pad sold, significantly boosting local livelihoods.

DWDB (Donate Waste Discover Waste) Project

- Worked under the DWDB initiative to create a sustainable revenue stream that supports community development initiatives in underprivileged rural areas.
- Established a channel to collect waste (newspapers, clothes, books, etc.) from over 15 schools and deliver it to NGOs on a monthly basis.
- Collected 44 kgs of waste in the first month, reflecting strong community engagement and support.