



# Abhishek Singh

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## Objective

I'm on the lookout for a career where I can use my MBA skills in a great team, tackle challenges creatively, and keep learning. Committed to contributing to a positive work environment and growing professionally.

## Experience

- Techrise** 05/2024 - 10/2024  
Business Development Manager

## Education

- IPS Business School** 2022-2024  
MBA (Marketing & Finance)
- St. Xavier's College** 2021  
Bachelors Of Arts
- D.A.V Centenary Public School** 2017  
12th CBSE
- D.A.V Centenary Public School** 2015  
10th (CBSE)

## Projects Undertaken

- LMD Max Pvt. Ltd.**  
Marketing
  - Conducted Keyword Research and implemented on-page and off-page SEO
  - Conducted Market Research for competitive analysis.
  - Assisted in managing social media platforms and digital marketing campaigns.
  - Helped in optimizing website structure.
- LMD Max Pvt. Ltd.**  
Digital Marketing
  - Conducted Market research and analyzed customer behaviour
  - Helped in creating social media calendar.
  - Collaborated with content team to create blog posts and case studies

## Projects

- Marketing Research Project**
  - Objective: analyzed chatbots impact on customer service
  - Method: conducted surveys and data analysis
  - Findings: reduced response time by 30% and lowered operational costs

## Achievements & Awards

- Nipun Certificate in Bharat Scout And Guide(2018)
- NSS Volunteer(2017-2020)
- Won Certificate In Sports Meet (2018)

## Interests

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- Travelling
- Bike Riding
- Photography
- Trekking

## Certificate

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- Data analytics
- Digital Marketing

## Skills

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- Decision Making
- Team Building
- Problem Solving
- Creative Thinking
- Market Research