

# Deepak Kumar

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## PROFILE

UGC-NET Qualified Psychology Postgraduate with expertise in Counselling, Psychological Assessment, and Data Analysis (SPSS, RStudio, Excel). Skilled in business development, affiliate management, and client relations with proven experience in research and international campaign performance.

## SKILLS

**Counselling & Psychology:** Student Counselling, Psychological Assessment, Behavioral Analysis, Interview Techniques, CBT

**Business & Sales:** Affiliate Onboarding, Client Negotiation, Campaign Tracking, B2B/B2C Sales, Lead Generation, Upselling & Cross Selling

**Technical Tools:** SPSS, RStudio, Excel (Advanced), Survey design, Quarto, Psycho-Py, CRM, Final Cut Pro, MS Office, Adobe

**Soft Skills:** Interpersonal Communication, Teamwork, Presentation, Professional Writing, Time Management.

## EXPERIENCE

**Assistant to BD Manager | MEXC Exchange, (Remote), Mahé, Seychelles | Apr 2025 - Sept 2025**

- Successfully onboarded 15+ Key Opinion Leaders (KOLs) across South Asia for growth campaigns, managing end-to-end outreach, negotiations, and client communications.
- Tracked and optimised affiliate performance using Excel and CRM tools, boosting engagement and campaign ROI by 20%.
- Strengthened affiliate relations and improved communication flow for long-term collaboration.

**Business Development Executive | R.S. Associates, Agra, UP | July 2024 - March 2025**

- Generated and qualified B2B leads via India-MART and other channels, converting prospects through calls and emails.
- Conducted client interactions to understand requirements, present solutions, and build long-term business relationships.
- Promoted engineering machinery (Shearing, Winding, Oil Filtration, and Industrial Machines) in both domestic & international markets.
- Supported clients during negotiations, ensuring mutually beneficial deal closures.

**Social Media Manager | Diksha Shoe Co., Agra, UP | Feb 2024 - July 2024**

- Managed e-commerce operations and online content across platforms like Flipkart & Meesho, coordinating with vendors to ensure product visibility, quality, and timely updates.
- Analyzed engagement data and optimized campaigns, improving audience interaction by 15%.
- Maintained consistency of brand presence across digital platforms.

**Exam Invigilator | Wheebox, (Freelance) Gurgaon, Haryana | Aug 2023 - Jan 2024**

- Monitored online examinations using digital proctoring tools, ensured compliance, and reported irregularities.
- Tracked students of Southern Asia and Indian region during examinations, ensuring fairness, discipline, and compliance with exam protocols.

**Research Assistant & Field Investigator | Department of Psychology, University of Allahabad, Prayagraj, UP**

*Feb 2023 - May 2023*

- Collaborated with multidisciplinary teams to develop innovative research methodologies and strategies.
- Mentored junior researchers, promoting professional growth and skill development within the team.
- Utilized statistical software for data analysis, generating accurate insights into complex datasets.
- Conducted pilot studies as part of preliminary investigations to determine feasibility and effectiveness of proposed methodologies.

## PROFESSIONAL EXPERIENCE & TRAINING

**Investment Banking Training** | Marquee Equity (Internship), New Delhi, Delhi | Aug 2025 – Present

- Gaining hands-on exposure to investment banking processes, including deal sourcing, financial analysis, and client engagement.

**KOL Technical Analysis** | Weex Exchange, (Freelance), Dubai, UAE | June 2025 - Sep 2025

- Supported affiliate onboarding, managed KOL relations, and analyzed campaign data for performance insights.

**Special Educator** | Sneh School for Special Children & Ahna Welfare (Intern), Prayagraj, UP | Jun 2022 - Sep 2022

- Prepared MSE reports on ADHD & Autism, observed developmental skills, and applied behavioral skills for child progress.

**Student Counsellor cum Teacher Assistant (Intern)** | St. John's College, Agra, UP | Feb 2021 - Jul 2021

- Provided counseling support, facilitated group study sessions, and enhanced learning through interactive teaching.

**Clinical Psychology (Intern)** | Gautam Hospital & Research Centre, Jaipur, (Remote) | April 2020 - Aug 2020

- Assisted in psychological assessments, patient history-taking, and clinical interviewing with empathy-based counseling.

## EDUCATION

- **UGC NET (Psychology) – Qualified** | University Grants Commission, India | Dec 2023, June 2024, Dec 2024
- **Master of Arts – Psychology** | University of Allahabad, Prayagraj, UP | 2021 – 2023 | GPA: 7.65/10
- **Bachelor of Arts – English Literature, Applied Psychology** | St. John's College (Dr. B. R. Ambedkar University), Agra, UP | 2018 – 2021 | GPA: 6.58/10
- **Intermediate (12<sup>th</sup> Class)** | M. D. Jain Inter College, Agra, UP | 2017 | GPA: 6.04/10
- **High School (10<sup>th</sup> Class)** | M. D. Jain Inter College, Agra, UP | 2015 | GPA: 7.3/10

## CERTIFICATIONS & ACHIEVEMENTS

- **Clinical Psychology Internship** under the guidance of Dr. Samir Parikh, Fortis Healthcare, Department of Mental Health and Behavioral Sciences – *July 2025*.
- **Certification in Data Analysis** using Quarto and RStudio from Sara Institute, Sonipat, Haryana – *March 2025*.
- **National Level Environmental Awareness & Coastal Tracking Program "Adventure Task Force"**, organized by National Youth Adventure Institute, Goa – *December 2021*.
- **Participation in Mission Shakti, NSS** at St. John's College, Agra (affiliated to Dr. B.R. Ambedkar University) – *August 2020*.
- **Certification of Participation in Social Activity "National Social Scheme (NSS)"**, Ministry of Youth Affairs and Sports, Government of India – *September 2019*.
- **Certification of Appreciation** for outstanding contribution in the religious and cultural program "Jeevan Parivartan", Christian Religious Camp, Agra – *June 2011*.

## LANGUAGES

**English:** Advanced

**Hindi:** Native

## DECLARATION

I Myself Deepak Kumar, hereby declare that all the above details are true as per my knowledge.

Yours Faithfully  
(DEEPAK KUMAR)