

Sandeep Rinwa

PGDM, BBA

Marketing | Advertising | Digital Marketing

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Professional Summary:

A PGDM with marketing specialization with 8 months of working experience at renowned brands like Big Bazar & Axis Bank where got an experience in the field of client handling and customer relationship management.

Seeking career opportunity in the field of marketing and digital marketing for the profiles like SEO, Social Media Marketing, Market research, Product Manager, Brand Executive where I can showcase and continuously upgrade my skills & knowledge which will help me to excel in my career.

Key Skills:

- Search engine optimization (SEO)
- Product Research
- Market Research
- Google Analytics
- Google AdWords
- Social media marketing
- Brand Management
- Event Planning
- Marketing Analytics
- Customer Acquisition
- SPSS
- Advance Excel
- Search engine marketing (SEM)
- Business Model Canvas

Achievements & Extra-Curricular:

- Serve marketing services to Indonesian delegates
- Participated in "National paper presentation" on Maruti Suzuki 2013
- Participated in "carpediem IIM" at Sobhasariya collage
- Participated as a volunteer in "Blood donation" camp.
- Participated in "National cadets corps training

Professional Experience:

- **Axis Bank [From Feb-May 2019]**
Digital Relationship Executive
Key Contribution:
 - Consulting to customers in terms of usage of company's app.
 - Analyzing the company's website.
 - Analyzing the conversion rate of customers.
- **Big Bazaar [From Aug- Sep 2018]**
Market Researcher
Key Contribution:
 - Pricing strategy of Big Bazaar.
 - Product offering strategy.
 - Shelf management for the company.
 - Analyzing daily footfalls in the mall.
 - Promotional activities.
 - Analyzing the daily targets.
- **Bonanza Portfolio Pvt Ltd. [From Apr-Jun 2016]**
Sales Executive
Key Contribution:
 - Client Handling.
 - Acquisition of new clients.
 - Analyzing the target customers.
 - Achieving day-to-day targets.
 - Providing reports to the Sales manager.
 - Competitive analysis.

Projects:

- Axis Bank: Analysed customer response with reference to Digital Services.
- Gurukul: Application of traditional educational system of gurukul in modern education sector.
- Adidas: Customer Satisfaction Index analysis for the given data.
- Reliance Fresh: Retention rate analysis for different customer segments.
- Reebok: Sales growth rate products analysis
- Reebok & Puma & Nike: Absolute and Relative market share analysis

Educational Qualification:

- PGDM in Marketing from Acharya School of Management, Acharya Institutes, Bangalore. 2019
- BBA in Marketing from Sobhasariya Group of Institutes, Sikar. 2016
- HSC from Central Board of Secondary Education 2013
- SSC from Central Board of Secondary Education 2011

Key Interest:

Digital Marketing, Social Media Marketing, Brand Management, Public Relation, Promotional Activities, Event Management, Share Market, Entrepreneurship, Biking, Listening to songs, watching movies, playing basketball, reading business books.

Professional Reference:

- | | |
|---|--|
| <ul style="list-style-type: none">• Honey Sharma
Dy., Manager
Axis Bank
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|---|--|

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