

Tarun Kumar Singh

Assistant Marketing Manager

I am an early professional with cumulative experience of six month in variety of industries ranging from Consumer Goods Manufacturing to Information Technology and Development Research. I am a solution oriented person who thrives on solving problems and helping businesses achieve sustainable growth.

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📅 29 August, 1994

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EDUCATION

Master of Business Administration

Indian Institute of Management, Udaipur

06/2018 - 03/2020

2.41 CGPA

Bachelor of Computer Applications

Swami Vivekanand Subharti University, Lucknow

07/2013 - 08/2016

60.6%

WORK EXPERIENCE

Assistant Manager

Chiripal Industries Limited

12/2020 - 02/2021

Ahmedabad

Achievements/Tasks

- Spearheaded the transformation of the Sales Support and Marketing Strategy of the retail adhesive brand Tikawoo
- Responsible for performance improvement of the Customer Relations Team, implemented an effective lead management system and optimised lead generation process
- Created a robust lead management System to utilise the leads generated from various online channels like Indiamart and website, resulting in 20-25 ton monthly sales
- Responsible for the Mobile Application Development of Tikawoo

Business Development Intern

Vyomlabs Pune

09/2020 - 11/2020

Pune

Achievements/Tasks

- Part of the sales strategy team tasked with introduction of Automation edge in the North American Market
- Responsible for generating actionable leads in Healthcare and Insurance sectors using Account Based Selling strategy
- Researched prospects on different platforms like LinkedIn, Zoom info, G2, Capterra, Sales nav, etc.

Summer Intern

TV Rao Learning Systems

04/2018 - 05/2018

Ahmedabad

Achievements/Tasks

- Formulated a study with help of IIM Ahmedabad and IIPH Gandhinagar to examine rural healthcare
- Examined Public Health Centres in Amethi and Sultanpur and interviewed 110 healthcare personnel
- Created a 150 page healthcare report, presented my findings and got commended by a panel of experts

SKILLS

Marketing Strategy

Lead Generation

Relationship Marketing

Data Science and Analytics

Content Creation

User Experience

Primary and Secondary Research

CERTIFICATES

Machine Learning - Stanford Online

Data Scientist with Python - Datacamp

Fundamentals of Digital Marketing, Ad suite and Analytics Academy - Google

Marketing Analytics - University of Virginia

ACHIEVEMENTS

Volunteered at Robin Hood Army Udaipur

Scored 99.7 in VA-RC and 98.3 overall in CAT

House Captain in Lions School Mirzapur

Campus Ambassador for Betterlyf at IIMU

Only Student to be a part of 3 verticals during cultural festival of IIMU

Volunteered during 2014 General Elections

LANGUAGES

Hindi

Native or Bilingual Proficiency

English

Full Professional Proficiency

INTERESTS

Reading

Writing

Motorcycling

Yoga

Meditation

Cooking

Gardening and Agriculture