

YASH VARDHAN SINGH

MBA (Marketing & Analytics), 2026

Lucknow, Uttar Pradesh | +91 94150 74381 | yash.vsingh@email.com | linkedin.com/in/yashvardhansingh

CAREER OBJECTIVE

MBA graduate in marketing and analytics with a summer internship in FMCG sales and two live consulting projects. Looking for a management-trainee role in marketing, sales or growth.

SKILLS

Marketing: Market research, segmentation, digital campaigns, sales planning

Analytics: Excel, SQL, Power BI, Python (pandas), SPSS

Languages: Hindi (native), English

EDUCATION

MBA, Marketing & Business Analytics

2024 – 2026

Awadh Institute of Management

CGPA 3.6 / 4.0; Dean's List (Term 3)

B.Tech., Mechanical Engineering

2018 – 2022

Gomti Institute of Engineering

8.1 / 10

Class XII (ISC)

2018

La Martiniere Hills College, Lucknow

91.5%

INTERNSHIP & WORK EXPERIENCE

Summer Intern, Rural Sales

Apr – Jun 2025

Lotusleaf Consumer Products

- Mapped 340 village outlets in 2 districts; proposed a van-sales route that lifts coverage by 22%.
- Pre-placement interview offered.

Graduate Engineer Trainee

Jul 2022 – May 2024

Ironclad Auto Components

- Production planning for a brake-parts line; cut changeover time by 15%.

ACADEMIC PROJECTS

Live project: pricing study for a D2C tea brand

2025

Marketing club consulting

- Survey of 600 buyers; recommended a 3-tier pack strategy.

Dashboard: quick-commerce basket analysis

2025

Analytics course

- Power BI dashboard on 50,000 sample orders.

CERTIFICATIONS

- Google Analytics certification (2025)
- SQL for business analysts (online, 2024)
- Lean Six Sigma Yellow Belt (2023)

AWARDS & ACHIEVEMENTS

- Winner, national B-school marketing case competition (2025)
- Runner-up, inter-college sales pitch contest (2024)

POSITIONS OF RESPONSIBILITY & ACTIVITIES

- Coordinator, Marketing Club: ran 6 workshops and a brand-quiz for 400 students
- Captain, institute cricket team

INTERESTS & HOBBIES

Cricket, travel vlogging, reading business history.

REFERENCES

Prof. R. Khanna

Professor of Marketing, Awadh Institute of Management
r.khanna@institute.edu

Mr. P. Verma

Area Sales Manager, Lotusleaf Consumer Products
p.verma@company.example

DECLARATION

I hereby declare that the information given above is true and correct to the best of my knowledge and belief.

Place: Lucknow

Date: _____

(Signature)

Yash Vardhan Singh