

SUSHANT CHOUDHARY

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SUMMARY

A Marketeer with creative flair, digital savvy, and thirst for learning. Proficient in social media dynamics, adept at crafting compelling brand narratives, and skilled in translating data into actionable insights.

EDUCATION

BML MUNJAL UNIVERSITY, Gurugram, Haryana

July 2022 - May 2024

Master of Business Administration(MBA)

Emphasis: Marketing and operations

Vivekananda Institute of Professional Studies (GGSIPU), Delhi

August 2018 - June 2021

Bachelor of Business (General)

Aaryan International School (HSC), Delhi

2018

Science, PCM

Army Public School(SSC), New Delhi

2014

WORK EXPERIENCE

Steelbird International

May 2023 - August 2023

Marketing Research Intern

- Conducted in-depth market research to analyze the two-wheeler market size in Colombia and Brazil, resulting in cost savings of INR 54,000.
- Executed comprehensive market research initiatives to assess domestic sales and export trends of two-wheelers, providing valuable insights for strategic decision-making.

Royal Enfield

June 2020 - August 2020

Jr. Sales Manager

- Delivered top-tier customer service by guiding 30+ customers through purchasing decisions daily which resulted in a 20% increase in satisfaction scores.
- Managed inventory effectively and monitored supply chain logistics, demonstrating proficiency in handling product flow and stock management, skills transferable to coordinating orders and managing inventory.
- Maintained up-to-date knowledge of products and promotions, leveraging this expertise to drive sales and support customer needs.

Sath Badhte Kadam Foundation(NGO)

May 2020 - July 2020

Digital Marketing Manager

- Spearheaded social media content creation and scheduling strategies for platforms like Facebook and Instagram, fostering engagement.
- Analyzed social media analytics to measure engagement and reach, extracting actionable insights to optimized content performance.
- Curated compelling content for stories and ads, showcasing creativity and communication skills essential for effectively engaging with audience.

LEADERSHIP & INVOLVEMENT

TSEC Club, School of Management, BML MUNJAL UNIVERSITY

August 2022 - February 2024

Marketing Head

67th Milestone 2022 & 2024, BML MUNJAL UNIVERSITY

September 2022 & March 2024

Marketing Head

Football Captain, BML MUNJAL UNIVERSITY

August 2022 - April 2024

Team A & Team B

Initio'19, Vivekananda Institute of Professional Studies

October 2019

Operations and security head

CERTIFICATES

- Meta Social Media Marketing by Meta
- Project Management by the Institute for Industrial Performance & Engagement
- Lean Six Sigma (Green Belt) by the Institute for Industrial Performance & Engagement
- Market Research and Consumer Behavior by IE Business School
- Statistics for International Business by University of London

SKILLS

- IBM Cognos
- Digital Marketing
- Microsoft Office
- Microsoft Power BI
- Talkwaker & CRM tools
- Orange
- Minitab
- SQL