

Shubham Shrivastava

Male, 25

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Degree	Institute	Board/University	% / CGPA	Year
PGPM	Indian Institute of Management Sambalpur	IIM Sambalpur	3.44	2019
B.E. (ECE)	BTIRT, Sagar	RGPV University	6.6	2015
Class XII	Jain Public Hr. Sec School	MPBSE	73.80	2011
Class X	Jain Public High School	MPBSE	66	2009
ACADEMIC ACHIEVEMENTS/CERTIFICATIONS				
Digital Marketing	• Finished in top 3 in class of 50			2019
Quiz/Marketing	• Secured first rank in marketing quiz, organized by marketing club 'Emporia' of IIM-Sambalpur			2017
XII/Scholarship	• Scholarship of INR 35000 by BTIRT for securing first rank in 12th Standard, 2011			2011
INTERNSHIP				
Bhubaneshwar Development Authority (BDA), Bhubaneshwar		Management Intern	May' 18-Jun '18	
Roles & Responsibilities	• Constituted a Request for Proposal (RFP) for operation & maintenance services for BDA building • Studied two already published RFP's of state governments of India and one RFP of foreign country • Coordinated with team of consultants to make fresh changes in the proposal			
Result	• Recommended that a progress report clause should be added in the final RFP • Recommended that an energy management clause should be added in the final RFP			
POSITIONS OF RESPONSIBILITY				
Head Coordinator (Social Media) Cultural Club	• Organized Ganesh Chaturthi celebrations at IIM Sambalpur so that students learn about its reason for the celebration, its significance, which helped in bringing students close to traditions and beliefs. • Organized EBSB events (a govt. of India initiative), with other club members, in collaboration with IIM-Nagpur			2017
Business Conclave	• Part of logistics team for Second Business Conclave of IIM Sambalpur			2017
ACADEMIC PROJECTS				
Digital Marketing Strategies of American Express	• Researched and collected data through internet about the digital marketing practices of American Express, and gain knowledge about their digital marketing strategies. • Gain understanding of how they are acquiring customer and customer interests.			2018
Consumer Behavior for Wrist Watches	• Analyzed premium segment (Rolex users) and value segment (Fastrack) users with the help of a survey • Analyzed the segmentation, targeting, and positioning (STP), virtuous cycle, and 4P's for both brands.			2017
Consumer Behavior for Laptops	• Analyzed the buying behavior of laptop consumers and gain understanding about the factors influencing buying behavior, buying decisions, stages in the buying process.			2018
Rural Marketing Practices of Dabur	• Researched and collected data through internet about the rural marketing practices of Dabur, and got understanding of their approaches, offerings, promotional strategy, and distribution strategy.			2018
EXTRA CURRICULAR ACTIVITIES				
Sports	• Represented college in Nodal level cricket tournament and won the tournament for the second time			2014
Performing Arts	• Participated in a Singing competition at the National level technical fest organized by BTIRT, Sagar.			2015
	• Won 'Enact like a national hero' competition on 26 January 2019 organized by IIM Sambalpur • Runner up in 'Sangeet Samrat' singing competition at annual fest of IIM Sambalpur			2019
Digital Marketing	• Certification in Google AdWords			2018
Analytics	• Certification in Google Analytics			2018