Neeraj Kumar

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Summary

- M.B.A. in **International Business & Marketing** from Delhi School of Economics, Delhi with rank among top 3 in the batch.
- Marketing & analyst experience as an intern & entrepreneur.
- **Four years of IT experience** as a software developer, maintenance, testing in Microsoft ASP .Net (web technology) with good command over data analysis on software SQL server.
- **Harvard Manage Mentor Certification** in Presentation Skill, Decision Making, Strategic Thinking and Writing Skill.
- **Strong SQL (Infosys certified**), **MS Excel skills (certified), SPSS, interpersonal skills, communication skills & analytical skills**
- M.B.A. final year project on the "India's foreign trade strategy & international market research for increasing export".

Academic Qualification

PG	MBA (IB) & Marketing	Delhi School of Economics ,Delhi University	75.67%	2019
Graduation	B. Tech (Mechanical Engineering)	Jaypee University of Engineering & Technology, Guna	76%	2012
Class 12th	Science	ST. Joseph's Public School, CBSE	67%	2007
Class 10th		D.A.V. Public school, CBSE	80.6%	2005

Technical Skill & Certification

- Market research: SPSS,SQL server
- MS Office: MS Excel, PowerPoint, MS Word
- Database: SQL Server (Infosys certified), Oracle
- Others: CSS, JQuery, html, C#,VBA

Professional Summary

Nalanda Infra   Bihar Sharif
Entrepreneur   **Jul 2019-April 2021**

Nalanda Infra is a registered MSME (Micro, small & medium enterprise).It manufactures PSC poles used for electrification projects.

Responsibilities

- Formulating organization strategy, policy, procedures.
- Ensuring financial planning & budgeting. Responsibilities for ensuring manufacturing & supply chain management of raw materials to delivery offinished goods.
- **Business development: Contract & deal creation, sales & strategic partnership negotiation**.

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Delhi School of Economics   Delhi
College Project – Market research of MI Power bank in India   **Jan 2018-May 2018**
Responsibilities

- **To prepare questionnaire** to collect responses & to collect primary data from consumers using questionnaire.
- Performing market research based on **primary data.**
- Applying techniques **of inferential statistics** to **conduct hypothesis testing (chi square contingency table & median test)** & obtain conclusive result.
- Suggesting proposal on the marketing mix for the new product as well as the product development strategy.

Delhi School of Economics   Delhi
College Project –India Foreign trade strategy &   **Jul 2018-May 2019**
market research for increasing export

Responsibilities
- Analyze post liberalization India's export strategies.
- Suggest an overview of India's foreign trade strategies should be in FTP 2020-25 towards region wise strategies & product wise strategies for capturing potential market to boost export **based on secondary data.**
- Suggest measures to be taken for branding & promoting Indian products to boost trade

Honda2Wheeler Gurgaon
Business Analyst Intern **Jun 2018- Aug 2018**
Responsibilities
- **Analyzed and prepared project on the effect of recent changes in custom duty** after implementation ofGST on Honda Motors & scooters Private Limited (HMSI).
- Prepared GST E-way Bill document.

Milk Basket (Reliance owned) Gurgaon
Marketing Intern **Jun 2018**
Responsibilities
- Developed **marketing strategy** along with the senior team members for acquiring more customers for the company
- Prepared marketing strategy & reports for connecting various middleman & other stakeholders.

Infosys Limited Pune
Sr. System Engineer **Jun 2014-Jun 2017**
Project : Global Pricing Tool (**Client :Barclays**)
Responsibilities
- **Analyzed the business requirements of client** for development.
- **Communicated with client and team for requirement clarifications**.
- Developed User interface (UI) and business logics according to business requirements (user stories).
- Conducted Knowledge transfer (KT) sessions for teammates for developed functionality.

Infosys Limited Pune
System Engineer **Dec 2013-May 2014**
Project : Gamification Project **Infosys Internal Project**
- Developed User interface (UI) and business logics for creating Infosys's Intranet "Sparsh" Game section according tobusiness requirements (user stories).
- Designing of Database.

Infosys Limited Mysore
System Engineer Trainee **Jun 2013-Nov 2013**
- Completed Training in Microsoft ASP .Net.

EXTRACURRICULAR ACTIVITIES/ ACHIEVEMENTS
- **Rank First** in Semester-1 among all students of MBA Batch (2017-19) & **Rank second** in Semester-2nd in the batch.
- Received appreciations from managers and client for delivering quality output.
- Infosys SQL Server Professional Certification.
- Qualify GATE (Graduate Aptitude Test in Engineering) in Mechanical Engineering.
- Pursuing IIPMR Certified Research Analyst.

ADDITIONAL INFORMATION
- A good team player, proactive, highly committed, self-motivated.
- Hobbies are listening songs, watching movies & sports, travelling, doing meditation and Yoga.