

# Abu Bakr

+91-6389239610 | abu.bakr846.official@gmail.com | [linkedin.com/in/abu007](https://www.linkedin.com/in/abu007)

## Academic Background

---

### Master of Business Administration

Graduated June 2025

DMS, Jamia Millia Islamia | New Delhi, India

#### Specialization: Marketing (Major) & Operations (Minor)

Coursework: Consumer Behavior, Advertising Management, Strategic Management, CRM, Product & Brand Management, Marketing of Services, Sales & Distribution Management, Business Communication.

### Bachelor of Technology, CSE

Graduated, May 2023

Khwaja Moinuddin Chishti Language University | Lucknow, India

Coursework: Data Analytics, AI & ML, Computer Networks, DBMS, Operating Systems, Data Structure, Discrete Mathematics, Java, Python, Analysis of Algorithm, Blockchain, Cryptography, Project Management.

## Work Experience

---

### Pitch Our Way | Gurugram, India

Marketing Intern Feb-April 2025

- Generated qualified B2B leads through targeted outreach campaigns, increasing client inquiries.
- Managed and optimized company's social media profiles.
- Executed paid ad campaigns on Facebook and Instagram to drive traffic and lead conversions.
- Created visually compelling infographics for marketing campaigns, improving content shareability and customer retention.

### ABIS Exports | Indamara, India

Finance Intern June-August 2024

- Processed and managed vendor invoices using SAP and Excel, ensuring timely payments and 100% data accuracy.
- Assisted in inventory reconciliation and maintained accurate financial documentation, reducing reporting errors.
- Collaborated daily with cross-functional teams including procurement and logistics to resolve billing discrepancies and streamline reporting.

## Projects and Extra-curricular

---

- Dissertation:** Researched the impact of dynamic pricing on consumer trust in Indian e-commerce using behavioral and econometric frameworks; delivered insights for fair pricing strategies to improve retention.
- Sustainability Research:** Evaluated procurement practices of Nestle India and IKEA, highlighting innovations in vendor management, transparency, and ethical sourcing that strengthen supplier relationships.
- B.Tech Final Year Project:** Developed a **Blockchain-based e-commerce platform** for secure transaction tracking, improving data security and consumer trust. Built using [mention stack: e.g., Solidity, Node.js, etc.].

## Skills

---

### Client & Relationship Management

Customer Relationship Management (CRM), Agent Retention & Engagement, Grievance Handling & Escalation Resolution, Community Building & Client Satisfaction, Conflict Resolution.

### Marketing & Outreach

Lead Generation & Qualification, Social Media Marketing (Facebook, Instagram), Email Campaigns & Google Ads, Event Planning & Member Meet-ups, Influencer Marketing & Content Creation.

### Tools & Technical Skills

MS Excel (Formulas, Pivot Tables), SAP (Invoice & Payment Management), Google Workspace (Docs, Sheets, Slides), SEO Tools & Digital Analytics, MS Office Suite, Data Analysis & Reporting.

### Professional Strengths

Problem Solving & Critical Thinking, Time Management & Work Ethic, Cross-Functional Collaboration, Team Leadership & Coordination, Verbal & Written Communication (Fluent in English, Native Hindi).