

# KESHAV KUMAR

keshavmavi03@gmail.com

+91 8810469670

## Executive Summary

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Aspiring finance and marketing professional BBA graduate, passionate about brand storytelling, market research, and campaign execution and corporate finance. Seeking to leverage my internship experience and academic foundation in business to contribute to dynamic marketing teams. Deeply interested in the workings of financial systems and how strategic finance drives business growth.

## Professional Summary

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### MARKETING INTERN

RaveMorsel Industries LLP, Greater Noida | Dec 2024 – Feb 2025

Assisted with promotional strategies and local marketing activities. Contributed to branding and outreach campaigns. Engaged in real-time market interaction and survey-based feedback. Supported the marketing team in campaign planning and execution.

### MARKETING ASSOCIATE

Coforge Noida, Uttar Pradesh  
Mar 2025 - Nov 2025

Skills- Analytical skills, Business Analysis, Communication, Critical Thinking, Digital Marketing, MS excel, MS PP, MS word, Project Management, Public Speaking.

## Achievements

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- Participated in various college-level business events and competitions (2022–2025), including presentations, finance and marketing strategy games.

## Core Skills

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- Digital Marketing Basics (SEO, Social Media, Email Campaigns)
- Content Creation & Copywriting
- Market Research & Analysis Basic
- Graphic Design (Canva, PowerPoint)
- Team Collaboration & Communication
- Time Management & Organization
- Data Handling using Excel/Google Sheets.
- Financial Analysis, Financial Modelling, Equity Analysis, Quantitative Analysis, Understanding of SEBI, RBI, and Banking Regulations.

## Educational Summary

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GL BAJAJ INSTITUTE OF MANAGEMENT, GREATER NOIDA  
Bachelor of Business Administration (BBA)  
2022 – 2025

- Specialization in business management, finance & marketing, organizational behavior
- Gained foundational knowledge in marketing principles, consumer behavior, and brand management
- Actively participated in case study competitions and business presentations.

URSULINE CONVENT  
SR.SEC.SCHOOL  
Humanities (Class 12)

Completed – [2021]

- Studied subjects including Economics, Business Studies, Political Science, and English.
- Developed analytical thinking, communication skills, and an understanding of societal trends influencing markets.