



ARHAMNAQVI

Male | 24 years

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Professional Summary

Marketing enthusiasts with experience in field sales, customer engagement, and lead generation. Exposure to live demos, cold calling, and stakeholder coordination with a focus on driving customer interest and supporting sales outcomes.

Academics

Degree	Year	Institute	%CGPA
PGDM	24-26	Indus Business Academy	<i>Pursuing</i>
B.B.A.(Marketing)	2020-2023	Technocrats Institute of Technology	6/10
Class XII	2020	Brilliant Convent Higher Secondary School	59.6%
Class X	2018	Campion School Bhopal (CBSE)	64%

Specialization: Marketing

Internship

FINXL

Marketing & Sales Intern

March 2025-September 2025

- Conducted **live product demonstrations** across multiple colleges, engaging students and clearly communicating product value propositions
- Interacted with large groups of potential customers, handled queries, and drove interest through face-to-face communication
- Contributed to **customer acquisition and on-ground engagement activities** in field environments
- Coordinated **MoU onboarding with partner institutions**, working closely with stakeholders to support collaboration initiatives
- Built and maintained relationships with college representatives to enable long-term engagement
- Generated leads through **cold calling and sales outreach activities** in a professional environment
- Contributed to **lead generation, promotional campaigns, and client interactions** while understanding market dynamics and customer expectations

Academic Projects

- and applied **market research, sales communication, and relationship-building skills** through hands-on **Market Survey on Sustainability in Hotels**, Conducted an in-depth market survey to analyze sustainability practices in the hospitality sector, gathering actionable insights for improved eco-friendly initiatives.
- **Sales Intern (Live Project) – EXCON 2025 | Repos**, pitched products to exhibition visitors and generated genuine leads through direct customer engagement.
- **Management Research Project**, Growth of D2C (Direct-to-Consumer) brands in India and their marketing strategies, Published in **Annual Conference of The Indian Economic Association**

Leadership Positions

- **Student Coordinator**, College Events- Successfully managed various college fests, ensuring seamless execution and high levels of participation.
- **Football Team Captain** at School

Certifications

- Google Analytics Individual Qualification - From Google (4 months)
- HubSpot Inbound Marketing Certification – From Hubspot (1 month)
- Google Ads Search Certification – From Internshala (4 months)
- Content and E-mail Marketing – From Internshala (4 months)
- Social Media Marketing – From Internshala (4 months)

Skills

- **Customer Engagement:** Conducted live product demonstrations and interacted with large groups of potential customers across colleges
- **Lead Generation:** Generated leads through cold calling and direct sales outreach activities
- **Sales Communication:** Handled customer queries, pitched products, and drove interest through face-to-face interaction
- **Stakeholder Coordination:** Coordinated with partner institutions during MoU onboarding and collaboration activities
- **Relationship Management:** Built and maintained relationships with college representatives for long-term engagement
- **Market Understanding:** Gained insights into customer behavior and market dynamics through on-ground sales activities

Extra-curricular Activities

- Involved in strength training that requires focus, discipline, and perseverance gradually lift heavier weights and progress in workouts.
 - Participated in college fests in verticals of Singing, Art, Drama Competitions.
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