

PRABHAT DWIVEDI

Address: 54, Ghatiya Ajmat Ali, Etawah (Uttar Pradesh)

Mobile: 9045096930

E-mail: prabhatdwivedi16@gmail.com

CAREER OBJECTIVE

- Wants to see my indulgence in various activities of marketing and promotion in a growing firm so that I could utilize my skills and abilities to make a positive contribution to the better growth and profit of the organization.

PROFILE SUMMARY

- Masters In Business Administration with dual specialization (Marketing & Human Resources) in 2012 from Pranveer Singh Institute Of Technology, Kanpur affiliated to Gautam Buddha Technical University of Lucknow with 64.9%

TECHNICAL COMPETENCIES

- Basic knowledge of computers.
- Efficient in all Ms-Office applications.

ACADEMIC QUALIFICATIONS

- MBA (Marketing & Human Resource) from Gautam Buddha Technical University, Lucknow in 2012.
- Bachelor in arts from Chhatrapati Shahu Ji Maharaj University, Kanpur in 2008.
- Intermediate from Uttar Pradesh Board of High School and Intermediate Education, Allahabad in 2005.
- Matriculation from Uttar Pradesh board of High School and Intermediate Education, Allahabad in 2003.

PROJECTS & TRAINING

ORGANIZATION	KOTAK MAHINDRA OLD MUTUAL LIFE INSURANCE LTD, KANPUR.
DURATION	Ten weeks of extensive training.
OBJECTIVE	To impact different insurance plans on buying behavior of the Consumer.
HIGHLIGHTS	Customer's buying behavior and investment analysis.

INDUSTRY	TELECOM
DURATION	Four weeks of extensive training

HIGHLIGHTS	Growth scenario of the telecommunication industry in India towards 3G.
-------------------	--

CORPORATE EXPOSURE

Employed at **Vexil Infotech Pvt. Ltd.** Lucknow as a **Marketing Executive** from Jan 3rd 2015 to May 31st 2016.

Role:

- Interacting with the customers to resolve their queries with an appropriate solution.
- Organizing and attending regular visits at customers' end to meet their requirements.
- Coordinating with the clients to answer all queries and ensure complete customer satisfaction.
- Acting as a primary point of contact between the client & the company through proper communication.
- Making sales calls and handling queries from potential customers.
- Working as part of a sales team involved in planning for online, web and email marketing campaigns across multiple media.

Employed at **Hars Web Solutions** Lucknow as a **Junior Content Writer** from Jul 23rd 2018 to Dec 14th 2018.

Role:

- Producing unique Content for Diverse Websites, Blogs as well as various Platforms on Daily Basis.
- Working closely with the SEO Team to develop Keyword Research Ideas and how to opt for the Right one for a specific Topic.

Employed at **Coding Brains Software Solutions Pvt. Ltd.** Lucknow as a **Content Writer** from 30th Jan 2019 to 11th Feb 2022.

Role:

- Created Content for the Company Website featuring Software Products & IT Consulting Services that maximize Business for the Company.
- Interacting with Technical Team Members such as Developers, Web Designers, and Quality Assurance Division to understand the Industry Operations to create Weekly Write-ups.
- Writing and Designing Case Studies via the online Web App **Canva** on Business Clients featuring How They Approached, What were their Requirements, What were the Challenges We faced Development phases and How did We provide Best Solution.
- Preparing Customized Business Proposals for assigned Prospects on Freelancing Platform like **Upwork**.

Employed at **Inventics Software Pvt. Ltd.** Lucknow as a **Content Writer** from Dec 26th 2022 to 31st March 2023.

Role:

- Created Content for Blogs, Websites, Social Media Post, and Professional Emails.

LINGUISTIC PROFICIENCY

- Hindi
- English

HONOURS & ACHIEVEMENTS

- Awarded with 'B' and 'C' certificates of National Cadet Corps (NCC).
- Participation in '**FICTION INSECT**' and '**MINUTE BATTLE**' organized under the aegis of '**IGNITIA-11**' youth festival of PSIT, Kanpur.
- Participated in various Extracurricular Activities at the school and college levels.

KEY SKILLS AND ATTRIBUTES

- Hardworking.
- Honest.
- Punctual.
- Co-operative.

INTEREST AND HOBBIES

- Watching Movies.
- Reading Historical and English literary books.

PERSONAL DETAILS

Date of Birth : 16th October 1987.
Father's Name : Late Shri Ravindra Prasad Dwivedi
Mailing Address : 54, Ghatiya Ajmat Ali, Etawah.
Marital Status : Single.
Gender : Male.

REFERENCE

Available on request.

DECLARATION

I hereby declare that all the information given by me is true to the best of my knowledge and credence.

Place:

(PRABHAT DWIVEDI)

Date: