

# Varun Vislot

21 | Male | IMNU | Majors – Marketing | Minors – International Business



ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
BBA	2020-2023	Institute of Management, Nirma University	75.70 %
XII CBSE	2019-2020	S.D.Jain Modern School, Surat	94.40 %
X CBSE	2017-2018	S.D.Jain Modern School, Surat	90.40 %
<ul style="list-style-type: none"> <li>Completed <b>On-Premise Sales Virtual Internship Program</b>, 2023 certified by <b>Red Bull</b> through <b>Forage</b></li> <li>Completed <b>Investment Banking Virtual Experience Program</b>, 2022 certified by <b>J.P.Morgan</b> through <b>Forage</b></li> <li>Completed a course in <b>Microsoft Excel: Beginner to Advance</b> certified by <b>Udemy</b></li> </ul>			
INTERNSHIP			
<b>Marketing Intern</b>		<b>Saundh Retail Pvt. Ltd.</b>	<b>Apr 2023 – May 2023</b>
Online and Offline Marketing of the company	<ul style="list-style-type: none"> <li>Created Hyper-local Marketing Plans for stores, offline event marketing &amp; planning</li> <li>Worked on Search Engine Optimization, Paid Advertisements, Keyword Analysis</li> <li>In-store visits and mystical audits, exhibition planning and marketing</li> <li>Practical application of Google Ads, Google Business Listings, Google Analytics &amp; Meta Ads</li> </ul>		
<b>Marketing Intern</b>		<b>Kumbh Design, INC.</b>	<b>May 2022 – Jun 2022</b>
Online and Offline Marketing and conducted Market Research	<ul style="list-style-type: none"> <li>Conducted market research</li> <li>Email Marketing</li> <li>On-field pitching of services</li> <li>Booking of appointments over calls, telephonic interviews and cold calling</li> </ul>		
<b>Content Writing Intern</b>		<b>The Education Tree</b>	<b>Jan 2022 – Mar 2022</b>
Part of the Content Team	<ul style="list-style-type: none"> <li>Creation of unique content on current agendas of youth</li> <li>Learned effective content development skills and methods</li> <li>Major posting on Instagram</li> </ul>		
<b>Social Media Marketing Intern</b>		<b>Neytrutva Ek Abhiyan Foundation, NGO</b>	<b>Jun 2021 - July 2021</b>
Part of the Social Media Marketing Team	<ul style="list-style-type: none"> <li>Campaign running and management on social media platforms</li> <li>Lead generation and hashtag utilization</li> <li>Created awareness about the Anti-spitting and Anti-road rage campaigns</li> <li>Learned and applied social media platforms algorithms</li> </ul>		
ACADEMIC PROJECTS			
Research Presentation	<ul style="list-style-type: none"> <li>Presented a research work on titled <b>“Marketing and Advertising Expenditure by Corporates”</b> in <b>NICOM 2023</b></li> </ul>		
EXTRA CURRICULAR ACHIEVEMENTS			
Blogger	<ul style="list-style-type: none"> <li>Blogs on marketing terminologies and strategies and have website named <b>“Marketing Devotee”</b> <a href="https://marketingdevotee367202852.wordpress.com/">https://marketingdevotee367202852.wordpress.com/</a></li> </ul>		