



# Army Institute of Management Kolkata

Ravi Kumar

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To build a growth-oriented career where I can apply my skills in sales, marketing, and operations to drive business growth, improve product reach, and ensure customer satisfaction while continuously learning and contributing to the organization's success.

## Education

- **Army Institute of Management**, Kolkata, W.B *2024 – 2026*  
Master of Business Administration in Marketing and Operations  
YGPA: 7/10
- **Bundelkhand University**, Jhansi, UP *2019 – 2022*  
Bachelor of Arts  
Percentage: 67%
- **Kendriya Vidyalaya NO 1**, Jhansi, UP *2016 – 2018*  
Higher Secondary (12th), Science  
Percentage: 75%
- **Kendriya Vidyalaya NO 1**, Jhansi, UP *2015-2016*  
Secondary School (10th)  
CGPA: 10/10

## Skills and Certifications

- **Digital Fluency:** Microsoft Excel(Basic)
- **Soft Skills:** Leadership, Team Work, Adaptability.
- **Tools:** Canva, MS Office

## Projects and Internships

- **FMCG Marketing Intern – AloFrut**, Bodh Gaya *Jun 2025 – Aug 2025*
  - Conducted 300 consumer surveys and 100 retailer surveys across Bodh Gaya to evaluate brand perception, buying behavior, and product preferences, providing actionable insights for the beverages segment.
  - Executed 50 on-field market visits, interacting directly with retailers, distributors, and customers, collecting real-time market intelligence and competitive insights to identify growth opportunities.
  - Compiled, cleaned, and analyzed survey data using Excel and Google Sheets, identifying key trends, patterns, and preferences that supported data-driven marketing and promotional decisions.
  - Prepared detailed reports and summaries of survey findings, highlighting consumer needs, market gaps, and product improvement opportunities to guide strategic decision-making.
- **Live Project – Eveready Industries Gwalior MP** *Nov 2024 – Nov 2024*
  - Conducted surveys with 50 wholesalers and 150 retailers across Gwalior using Questionnaire to systematically collect and organize data on market trends, sales patterns, and product availability, ensuring accuracy and efficiency.
  - Compiled and analyzed data from multiple distribution and retail points, identifying key consumer preferences and competitive positioning to assist in refining promotional campaigns and product placement strategies.

## Co-Curricular / Extra-Curricular Activities

- Led the U-17 Cricket Team (Agra Region) at the KVS National Meet in BHU Varanasi.
- Member- Admission Team, AIM Kolkata
- Captain- AIM Kolkata Cricket Team
- Member Of the Volleyball team at AIMK- Secured 1st position in inferno (AIMK Fest) and 3rd position at Xavier's fest.

## Personal Information

- **Father's Name:** NB.SUB Surendra Yadav (Retd.)
- **Date of Birth:** 27 August 2000
- **Permanent Residence:** Jhansi, Uttar Pradesh