

**Madhur**

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## PROFILE

## I am an Advanced Marketing Masters student with a Bachelors in Business Administration (specialization in Marketing). The combination of both has provided me with the theories of Marketing and its real-life applications. The more theories and examples I learnt, the more fascinated and involved I felt. Through various in-class practical and simulations. I have always made sure to complete work assigned to me on time and as efficient and as effective as possible. Being an emcee for various events during my undergraduate has built a sense of confidence in me, when it comes to communication and overcoming large audiences., I feel I have learnt all that I could have and am now looking for a chance to be able to apply the knowledge I have gained into real world scenarios. EDUCATION

### **MSc Advanced Marketing Management, Lancaster University, Lancaster, UK** **Oct 2016- Sep 2017**

*Key Modules:*

* **Markstrat:** This module made use of the Markstrat simulation package. This virtual simulation helped in understanding the role of strategic marketing. This module required working in teams and time management.
* **Marketing and Creative Communications:** Conducted an integrated marketing campaign for the brand Ribena, as part of the project. We conducted a survey amongst the target audience to determine their thoughts of Ribena and thus help us in creating a campaign for Ribena. Our aim was to maximise the brand presence amongst consumers from the age 20 – 35. Through our survey we realized that most consumers perceived Ribena as a drink they consumed as a kid. To remedy this, we proposed the client to start a social media campaign which revolved around nostalgia, travel and adventure. The campaign included interactive advertising and a promotional campaign revolving around social media and prizes.
* **Digital Marketing:** Created a digital marketing campaign for ASDA; using online digital tools such as comScore, relative insights, Google analytics and AdWords. We also used processes such as Search Engine Optimisation, Mobile Marketing and interactive kiosks to enhance our campaign idea.
* **Brand Management:** Worked as a team on an assignment to understand a brand of our own choice and relate it to theories taught to us. GoPro seemed to be the perfect brand for the study as we could apply various theories learned and understand the steps taken by the brand to create communities, their positioning marketing techniques used in the industry.
* **Dissertation:** Conducted a research as to see how consumers purchase shoes online and track their behaviours and key characteristics noticed by them. For tracking the respondents eye patterns. I am using a Tobii eye tracking device and the Tobii Studio platform to make this possible.

**Bachelors in Business Administration with Specialization in Marketing, Christ University, Bangalore, India**  
*(First Class)*  **June 2013- April 2016**

* This degree comprised of Modules covering basics of all areas of Business Activities. Some modules covered were Cost Accounting, Organization Management, Database Management and Entrepreneurial Development. Added to this, having done the course with a specialization in Marketing, modules like Brand Management, Consumer Behaviour, Rural Marketing and Retail Management.
* The course also had various extra-curricular activities. Inter college and inter department fests were held with various events which created mock scenarios of the activities the event was named after.

## WORK EXPERIENCES

## Marketing Intern, Digital Factors FZCO Dubai, UAE April 2015 – June 2015

* Worked in the operations department in the free zone branch of the company and was given an understanding of the companies functioning, product portfolio and assignments.
* Conducted research on various card embossers and attended Cards and Payments expo held in The World Trade Centre hall for ME and African countries in Dubai and handled the NBS portfolio of the company.

## ADDITIONAL INFORMATION

* **Social Volunteering:** Volunteered at senior citizens home (Sandhya Kirana) in Bangalore. Also visited a village in Karnataka as a social responsibility project in undergraduate to converse with residents and kids in local schools.
* **House captain:** Junior house captain while at Jain International Residential School.
* **Master of Ceremonies:** Emceed for various inter collegiate and intra department fests while undertaking undergraduate degree.
* **Technical skills:** Proficient in Microsoft Office, Adobe Photoshop, Adobe Flash and knowledge in computer languages like Java(NetBeans) and MySQL. Also, well versed with using Tobii eye-tracker and Tobii studio.
* **Languages:** Fluent in English and Hindi.

## INTERESTS

* Enjoy occasional gaming on consoles and PC.
* Enjoy creating videos and editing.
* Learning how to use new software and applications.
* Enjoy reading fiction and fantasy novels during free time and also watching movies.
* Keeping up to date with current pop-culture happenings like current movie franchises.
* Enjoy keeping up with new happening in consumer technology and hardware. Specifically, mobile technology like laptops and cell phones. Also interested in building my own PC one day.

## PERSONAL DETAILS

**Date of Birth:** 14th May 1995 **Nationality:** Indian  **Gender:** Male **Marital Status:** Single

**Visa Status:** Visit Visa