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### **CAREER & LIFE GOALS:**

- To grow expertise in Business
- To grow economically, spiritually and mentally.
- To have lots of fun on the journey.

### **EDUCATIONAL QUALIFICATIONS:**

<b>Course</b>	<b>Year of Passing</b>	<b>University/Board</b>	<b>Marks Obtained</b>
MBA in Marketing and Operations	2020	RTMNU, Nagpur University	7.5 SGPA
Electronics and Telecommunications Engineering	2017	SGBAU	7.28 SGPA
HSC	2012	State Board	70%
SSC	2010	State Board	92.73%

### **TRAINED IN:**

- Digital Marketing
- Export and Import
- Gamification
- Retail management
- Pricing
- Entrepreneurship
- Market Research
- Personal Finance
- Video and Photo editing

### **CERTIFICATIONS:**

- **Google Ads Search Certification** (Dec 2022 - Dec 2023)
- **Google Ads Video Certification** (Dec 2022 - Dec 2023)
- **Export and Import** (July 2022)
- **Entrepreneurship** (July 2018)

## **EXPERIENCE:**

### **Bartleby:** (May 2020 – current) - *Subject Matter Expert*

- Answering Students questions about Management and Marketing.

### **Six Red Marbles:** (May 2020 – Dec 2022) - *Subject Matter Expert*

- Answering Students questions about Management and Marketing.

### **Dhiman's:** (Dec 2022 - current) - *Owner*

- Exporting Handicrafts

### **CBMS Media: A Marketing Consultancy Firm:** (Nov 2020 – April 2021) - *Business Development Executive*

- Designed Marketing Campaign for **MINI Cooper India**.
- **Closed** the deals with Restaurant Clients **worth 5,76,000 Rs/**.
- **Formulated Customer Acquisition and Retention Strategies** for the product.
- **Lead Generation.**
- Formulated **Strategies to create urgency and** close all the deals 50% faster.
- Started an **affiliate program pan India wide**, trained those people and managed them.
- **Hired and Fired** few employees in the firm.

### **Workshopopedia :** An Edu-tech Startup: (May 2019 – July 2019) – *Marketing Intern*

- **Relationship Management between Partner schools and the firm**
- **Brought in mentors and teachers on the Platform.**
- **B2C sales**

### **Giwaa:** An Organic Clothing Startup: (March 2018- August 2018)– *Marketing Manager*

- **Event Management**
- **Intensive Market Research**
- **Brand work**
- **B2C sales**

### **GVF – An environmental NGO:** *Volunteer Manager*

- **Event Management**
- **Campaign management**
- **Inventory Management**
- **PR Work**

### **Orion:** (Jan 2017- June 2017) – *Founder*

- **Done almost Everything**

### **Utopia:** (Dec 2019-Feb 2020) – *Founder*

- **Done almost Everything**

**Lemon Ideas:** A Startup Incubator (Jan 2018 -May 2020)– *Entrepreneur in Residence*

- **Campaign Management**
- **Social Media Campaigns**
- **Handled a team of 8 members**

**HashStar:** A hyperlocal Ecommerce Platform: (June 2020 - ) – *Business Advisor*

- **Market Research**
- **Business Model Construction and Testing**
- **Marketing Plan Construction**

**COMPUTER LITERACY:**

Canva, MS Office SUIT, Adobe C6 Premier Pro.

**HOBBIES:**

- A Bibliophile
- Wanderlust
- Swimming
- E-sports
- Building stuff

**MY STRENGTHS:**

- Hungry to learn and grow
- Creative Mind
- Persistent
- Strong Emotional Intelligence
- Awesome at soft skills

**PERSONAL DETAILS:**

**DOB:** 29/10/1995

**Father's Name:** Vijay Dhiman

**Mother's Name:** Daya Dhiman

**Gender:** Male

**Marital Status:** Unmarried

**Category:** Open

**Language:** Hindi, Marathi, English.

**DECLARATION:**

I \_\_\_\_\_, the undersigned hereby declare that the above given information is true to the best of my knowledge.

Date:

Place:

Chinmaya Dhiman