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| **Abhijith M S** Passionate Fresher Eager to Drive Marketing Excellence, Deliver In-Depth Research, and Unlock Strategic Insights. |
| (9744280566) abhijithms827gmail.com www.linkedin.com/in/abhijith-m-s-80931121a |
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| **EDUCATION** |  |
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| 2022-ongoing(**St.Josephs Institute of Management**)- 60.01%2018-2021(**St.Alberts College**) - 60%2016-2018(**Sacred Heart CMI Public School) -** 93.6% 2016(**KV I N S Dronacharya) -** 77.9% |
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| **RELEVANT SKILLS** |  |
| CreativityLeadership |
| Critical ThinkingNetworkingMarket Research |
| Presentation SkillsPeople Management |
|  **EXPERIENCE and PROJECTS** |  |
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| *Internship***:****GEOJIT FINANCIAL SERVICES LTD,Kochi***Marketing Intern, May 2023–July 2023* |
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| 1. **Successfully Engaged in Cross Sales:**
	* Demonstrated strong sales skills by effectively cross-selling financial products to existing customers, contributing to increased revenue for the company.
2. **Actively Participated in Promotional Events:**
	* Collaborated with the marketing team to plan and execute a promotional event, including setting up stalls and engaging with potential clients, resulting in heightened brand visibility and customer engagement.
3. **Spearheaded Customer Experience Enhancement Project:**
	* Led a project focused on improving the customer experience within financial services, conducting research, gathering insights, and proposing actionable recommendations to enhance client satisfaction and loyalty.
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| *Research Projects:* |
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| * **Enhancing the Customer Experience in Financial Services**(May 2023-July 2023)
* **Product Efficacy as a Tool of Achieving Competitive Advantage**(Jan 2021-March 2021)
* **Slow Adaption Rate of Two-wheeler EV’s in India**(ongoing)
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| **ACHIEVEMENTS** |  |
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| **Sports:** **(Football)**Represented Ernakulam District Cluster in 2012,2013,2014 and 2015 for Kendriya Vidyalaya held all over Kerala**1st position-(2013,2015)****2nd position(2013)**Represented School Team (2017 and 2018) in RFYS(Reliance Football Youth Schools) in Kochi,KeralaRepresented College Team (2019) in M G University Football Tournament held in Kottayam,Kerala **RESPONSIBILITIES*** **JPL Advisory Committee Member at SJIM.**
* **Conducted and Organized Albertian Expo 2020(Event Head) held at St.Alberts College Ernakulam.**
* **Assistant Director of Heartians Drama Team at Sacred Heart C M I School,Kochi.**
* **Costume Head of MIME team at K V INS Dronacharya,Kochi.**

**Interests:***Cultural Exploration* *People**Books(fiction)* |