|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 | | | | |
|  | | | | |
| **EDUCATION** |  | | | |
|  | | | | |
| 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% | | | | |
|  | | | | |
| **RELEVANT SKILLS** | | |  | |
| Creativity  Leadership | | | | |
| Critical Thinking  Networking  Market Research | | | | |
| Presentation Skills  People Management | | | | |
| **EXPERIENCE and PROJECTS** | | | |  |
|  | | | | |
| *Internship***:**  **GEOJIT FINANCIAL SERVICES LTD,Kochi**  *Marketing Intern, May 2023–July 2023* | | | | |
|  | | | | |
| 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. | | | | |
|  | | | | |
| *Research Projects:* | | | | |
|  | | | | |
| * **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) | | | | |
|  | | | | |
|  | | | | |
| **ACHIEVEMENTS** | |  | | |
|  | | | | |
| **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,Kerala  Represented 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)* | | | | |