

DAKSH SHARMA

Management Trainee | Marketing & International Business Graduate

Hapur, Uttar-Pradesh, India

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PROFESSIONAL SUMMARY

Results-driven MBA graduate specializing in Marketing and International Business, eager to launch a professional career. Possess strong business acumen, exceptional communication skills, and a proactive learning mindset. Passionate about contributing to organizational growth through strategic marketing initiatives, data-driven insights, and a target-oriented approach within a dynamic global business environment.

EDUCATION

Master of Business Administration (MBA) IMS Engineering College, Ghaziabad (AKTU)	2024 – 2026 Specialization: Marketing & International Business
Bachelor of Business Administration (BBA) IMS Ghaziabad UC Campus (CCS University)	2021 – 2024 Passed with First Division
Intermediate (Class XII) Dewan Public School, Hapur	2020 – 2021 Secured First Division (83.69%)

EXPERIENCE

Digital Marketing Intern (Remote) InternsElite	01 Sep 2023 – 15 Oct 2023
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- Mastered core Digital Marketing concepts including the strategic advantages over traditional marketing (cost-effectiveness, global scalability, and competition analysis).
- Gained foundational knowledge of SEO (Search Engine Optimization) and PPC (Pay-Per-Click) campaign management.
- Analyzed emerging tech trends: AI (Artificial Intelligence), ML (Machine Learning), Big Data, and AR integration in short-form video content.
- Executed cold-calling strategies to generate high-quality leads while enhancing client interaction and negotiation skills.
- Developed a deep understanding of customer targeting and online audience behavioral patterns.

SKILLS & CERTIFICATIONS

Technical Skills: Basic MS Excel, MS Word, MS PowerPoint

Soft Skills: Verbal & Written Communication, Strategic Time Management, Target-Oriented, Team Leadership.

Key Certifications: Diploma in Marketing 4.0; Participated in a n Expert Session on Digital Marketing organized by APPWARS Technologies; "NEENV" Bootcamp (IIT Roorkee); National Financial Literacy Quiz 2025 (NISM).

EXTRACURRICULAR ACTIVITIES & INTERESTS

- Industry Exposure:** Participated in a specialized industry visit to **HAIER INDIA**, Greater Noida, for operational insights.
- Global Participation:** Actively participated in the Malaysia International Conference on Project Management (2025).
- Languages:** Hindi (Native), English (Fluent).
- Interests:** Geopolitics, Global Affairs, Health Podcasts, Outdoor Sports (Cricket, Kabaddi), and Cultural Exploration.