



Pushkar Kumar

Territory Manager-
Marketing & Sales,
Hafele India Pvt
Ltd.

Contact

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Skills

Content Development

Digital marketing

Content Writing

MS Excel, MS PowerPoint
,MS Word

Data Science with Python

Digital marketing professional with 5 months of internship training at digitaldeepak.com and live project at Motorhood mobility. Holding superior communication skills and experience building strong content for blogs, website, product brochures, landing pages, campaigns using Google Ads platform, and Facebook ads. Worked on live projects on Wordpress website building, Google Analytics, and SEO optimization

Coming from Master's degree in marketing from Institute of Management, Christ University and 1.8years of experience as Territory Manager (Karnataka) at Hafele India Pvt Ltd Looking to leverage sound knowledge of digital platforms, and a creative mind-set as a Digital Marketer in a reputed organization.

Work History

2019-06-
02-2021

Territory Manager- Marketing and Sales

Hafele India Pvt Ltd, Bengaluru, Karnataka

- Managed premium interior lighting business through Hafele franchise, dealers and architect network across Karnataka region.
- Increased business of the vertical by 46% over previous year in the Karnataka region.
- Increased customer base by delivering engaging and effective presentations to esteemed architects and interior designing firms, explaining technical information, product details and application possibilities.
- Conducted innovative BTL marketing campaigns to increase engagement with target demographic and drive brand exposure.
- Led targeted training programs to educate sales staff on effective pitching of product.

2020-08-
2021-01

Digital Marketing Internship Training at digitaldeepak.com

- Writing blogs on particular niche.
- Running my own blogging website bhpboy.com on latest automobile updates, industry trends and reviews.
- Driving traffic to content on website through SEO, social media, lead magnets, and blogs.
- Analysing website and content performance using google analytics, google search console and other Wordpress plugins.

Languages

Hindi

English

Bhojpuri

2018-04 -
2018-05

Summer Internship.

Tata Motors Ltd, Jamshedpur, Jharkhand

- Project Title: "Enhancement of productivity of TGMs and marketing and positioning of new Tata ace gold against 3 wheelers in Jharkhand" at Commercial Vehicles Business Unit.

2016-06 -
2016-06

Vocational Trainee

Ashok Leyland Ltd, Hosur Unit-II, Tamil Nadu

- Project title: "Lead time reduction in PDI (Pre Delivery Inspection) and DPV (Defects per Vehicle) reduction." at vehicle test shop.

Education

2017-05 -
2019-03

MBA-Marketing

Institute Of Management, Christ University - Bengal

2013-08 -
2017-04

B.Tech-Automotive Engineering

College Of Engineering Bhubaneswar, BPUT. - Bhubaneswar

2011-06 -
2013-03

ISC: Physics, Chemistry And Maths

Kerala Samajam Model School - Jamshedpur

1999-04 -
2011-03

ICSE

Holy Cross School - Ballia

Certifications

2020-06

The Fundamentals of Digital Marketing at Google Digital Garage.

2020-05

Certification training program on Data Science with Python at Cognixia.

2020-05

Python for Data Science :Fundamentals at Dataqu

2015-05

CATIA V5R18 at Indo Danish Tool Room

Accomplishments

- Successfully completed live project on **“Pitching and merchant acquisition” at UDAAN** (From the founders of Flipkart).
- Successfully completed live project on **“Developing and designing content for social media accounts, study their performance and strategize accordingly” at Motorhood Mobility**.
- **Facilitated life skills training for undergraduate students** of Christ (Deemed to be University)
- Secured **1st runners up position at intra branch football championship** conducted by College of Engineering, Bhubaneswar.
- Represented as a **Technical Race Crew at Mega ATV Championship** hosted by Autosports India.

Hobbies

- Biking, road trips, and long drives.
- Travelling and exploring new places.
- Meeting new people and learning from their life story.
- Reading automobile blogs and following social media pages.
- Learning new technologies and tools to increase productivity and creativity.

Additional Information

- **Date of Birth** : 01/11/1994
- **Gender** : Male
- **Marital Status**: Single.
- **Alternate Contact No**: 7982568547
- **LinkedIn Profile URL**:
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