




# Astitva Kumar

Male, 26

General management and marketing professional with 32 months of pre MBA work experience in the media industry. Highly adaptable team player with managerial, technical and artistic knowledge & a successful track record.

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## Academic Qualifications

### Masters of Business Administration (M.B.A.)

IIM Shillong, 2020

- Office bearer at the **Marketing Club** and organized Godsellers, Business Leadership Summit and Khlurthma
- Editor of **Markathon**, the monthly magazine of Marketing Club with readership across Business schools pan India
- **Winner** of GraFin and Opera Premier League conducted by the Finance and Operations Clubs of the college
- **Podium finisher** in Paramarsh 2019, a case study competition held by the Consulting Club, IIM Shillong

### Bachelor of Arts (B.A.) in Animation and VFX

MAAC, Indira Gandhi National Open University, 2015

- Educated and guided students about the media industry practices, as a **speaker at MAAC**, Bengaluru
- Adjudged as **podium finisher**, Maaxious Award, MAAC for outstanding performance in 3D Modelling

## Work Experience (34 months)

### Emami Ltd

Management Intern

Apr'19 – May'19

- Project: Previous and Existing Strategy Evaluation and the Way Forward for Zandu Nityam
- Analyzed the past and present strategies of the brand, assessed the competitors and identified the challenges
- Formulated multiple **strategies** to overcome the challenges and **capture additional market share**
- Undertook **market visits** to grasp the ground realities of Nityam's sales by speaking with the retailers and wholesalers
- Shadowed the Asst Brand Manager of Zandu Nityam, gaining hands-on experience of **brand management** in FMCG

### Technicolor India Pvt Ltd

Artist

Mar'16 – May'18

- Responsible for **artistic** and **technical** texturing for 3D animated TV Series from various internationally reputed clients
- **Managed** and delegated the responsibilities for the floor corrections of the texturing department and ensured **seamless movement** of files among multiple stakeholders in the company
- Awarded the **Outstanding Performer, 2017** for displaying all-round performance in **artistic and technical skills**
- Won the **Star Performer Award (Jan'16 – Jun'16)** for setting up the pipeline to kickstart a new project

### DQ Entertainment (International) Limited

Consultant

Jul'15 – Jan'16

- **Subject matter expert** & core team member for the texturing team of an international project from a reputed client
- Worked across departments as a support to the team lead, facilitating the timely movement of the project deliverables

## Achievements and Certifications

- Attained the **Google Ads Fundamentals** certification regarding the basics of promoting business online
- Certified as a **Digital Film Maker** by IGNOU based on short film projects done during graduation
- **Adobe Certified** Associate in Visual Communications for proficient designing in Adobe Photoshop CS5
- **Founded** Facebook page '**Car Hunters**', providing domestic supercar content & gained **24,000 followers** in 3 years
- Won multiple intra-school competitions across varied genres such as extempore, quiz and designing

## Skills

Creativity

Content Marketing

Adobe Photoshop

Adaptability

Social Media Marketing

Graphic Designing

Teamwork

Research & Strategy

Animation

Communication

MS Office

Video Production