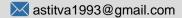
Astitva Kumar

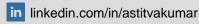
Male, 26

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.









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 Apr'19 – May'19

Management Intern

- 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 May'16 – May'18

Artist

- 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

Jul'15 - Jan'16

Consultant

- 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 Adaptability Teamwork Communication
Content Marketing Social Media Marketing Research & Strategy MS Office
Adobe Photoshop Graphic Designing Animation Video Production