

# SALMAAN KHAN

*I aspire to be part of a dynamic organization conducive of progressive learning, where I can blossom and develop my capabilities as well as utilize my aptitude and creativity for the welfare of the organization itself.*



## PERSONAL DETAILS

[salmaanthe11@gmail.com](mailto:salmaanthe11@gmail.com)

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Contact: +971 05 861 1391

+91 9876073621

Birthday: Aug 22<sup>th</sup> 2002

Address: Dubai, UAE

Lang.: English & Hindi

## SKILLS

Designing Software

GIMP, WIX

Office Applications

MS Excel, PowerPoint, Word

## PERSONALITY

Hobbies

Badminton, Cooking &

Adventurous Trips

Personality Traits

Problem Solver, Teamwork,

Flexibility & Enthusiastic

## JOB EXPERIENCE

Customer Service Associate, Tridev Vision Infratech Pvt Ltd.

[Dec 2022- Sept 2024]

- A Customer Service Associate is responsible for providing excellent customer service, driving sales, and positively representing the brand. This involves contacting potential customers to set up meetings and promoting Tridev Group plans, which helps to grow the business.

Business Development Trainee, Byju's.

[June 2022- July 2022]

- A business development trainee helps companies to boost growth and sales. This involves contacting potential customers to set up meetings and counsel the students on learning pedagogies and promoting the personalized learning approach of Byju's.

## EDUCATION

Master of Business Administration, Marketing & IT

[2022-2024]

Integral University, Lucknow, India

7.00 CGPA

Bachelor of Business Administration

[2019-2022]

Lovely Professional University, Punjab, India

7.01 CGPA

Intermediate (Commerce), CBSE Board

[2017-2019]

Rani Laxmi Bai Memorial School, Uttar Pradesh, India

61.0%

High-School (Science), CBSE Board

[2016-2017]

Rani Laxmi Bai Memorial School, Uttar Pradesh, India

8.2 CGPA

## ACCOMPLISHMENTS

- Completed a 4-week online course focused on digital marketing, making it easy to sell your products online or sell other products by advertising them as affiliates.
- Completed a 4-week online course that focused on the Personality of the person in society, and it developed the thinking level, and changing mindset, through Coursera.
- Completed a 6-week online course that focused on basics, intermediate, and advanced usage of the EXCEL Importance of data analysis, through Coursera.
- Completed a 48-hour online digital marketing course through email marketing and social media platforms. Understood the role of search engine optimization, functions of Ad manager, and reaching the right audience through, digital garage.
- Completed a National Level 3-month Course on Personality Development Swayam Understood the role of different human behaviors.

## PROJECTS

**A study on How AI will make better marketing decision with reference to Amazon** — The project explores the impact of Artificial Intelligence on marketing, focusing on leveraging technology to enhance the customer journey and improve ROI. It includes primary data collection via a questionnaire and secondary data from various sources.

**A study on marketing strategies of VIVO in India** — Marketing strategy aims to boost sales and secure a competitive edge through analyzing the company's situation, formulating market-oriented plans, and adapting to changing environments. It involves internal and external scans, long-term views, and diverse tactics based on market dominance.

## EXTRA-CURRICULAR ACHIEVEMENTS

- Participated in the workshop of Ventures Villa on the topic Kick Start to Digital Identity & Entrepreneurship in Dec 2020.
- Participated in the workshop on Digital Marketing organized by Google Partners & Certification at Lovely Professional University in Nov 2020.
- Participated in the event Run for National Unity organized by Community Service Cell, Division of Students Welfare, at Lovely Professional University in Oct 2019.
- Served as an Executive Member at NSS (National Service Scheme) from August 2019 to April 2020, actively involved in coordinating social work camps, events, and programs conducted nationwide.

I hereby confirm and verify that all the information mentioned here, and I take full responsibility for its accuracy and authenticity.

Date: 23/05/2024

Salmaan Khan