

# Abbhuday Pratap Singh

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## EDUCATION

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### NMIMS MPSTME

Dual Degree- B.Tech. in Computer Engineering and MBA (Marketing) | GPA: 3.53/4

Mumbai, Maharashtra

May, 2025

## WORK EXPERIENCE

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### Sure About Shor – Marketing Agency

WFH

Founder's office Intern

June 2023 - July 2023

- EA to CEO: point of contact between clients and the CEO; regularly met with team leads for progress updates; facilitated meetings; synching of various internal teams; strengthened internal email communication culture.
- Undertook the task of crafting proposals to pitch new prospects; mentored team for the same which led to an increase in high-quality leads by 33% and new clients by 50%

### Nokia Solutions and Networks India Pvt. Ltd.

Lucknow, U.P.

Technical Intern

May 2023 - June 2023

- Acted as junior supervisor (on-site) for Network Implementation (NI).
- Responsible for Network Performance Optimization (NPO) of a new 2G+FD+TD tower of Bharti Airtel UPE

### MBA Chai Wala – 6th, LinkedIn Top Startups 2022

WFH

Marketing Intern

November 2021- January 2022

- Strengthened CMO's office. Responsible for market research to check feasibility of new plans to be implemented.
- Designed Student Ambassador Program for MBA Chai Wala Academy; applauded by Prafull Billore for the same.
- Hired and mentored 8 interns. Trained them according to the company's standards.

## LEADERSHIP EXPERIENCE & ACTIVITIES

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### Placement Committee

Mumbai, Maharashtra

Student Placement Coordinator

August 2023 - Present

- Collaborating with a team of 32; responsible for placements as well as management internships for the students.

### Entrepreneurship Cell

Shirpur, Maharashtra

Vice - President

April 2022 - July 2023

- Managed a team of 107 members; organized 6 one-day events which had 800+ participants; official spokesperson and representee of the committee; appreciated and awarded by the Associate Dean for my performance.

### UAS NMIMS

Shirpur, Maharashtra

Head of Marketing

October 2020 - January 2022

- Led a team of 9 enthusiastic marketers. Responsible for sponsorships; digital marketing across all social media platforms; representing the team at different forums as its official spokesperson.
- Secured sponsorships worth ₹1.2L; Increased social media interaction by a combined 900%

## ACHIEVEMENTS

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- Co-founder, The Frame Agency – Digital solutions for E-commerce | 2023
- National Finalists – Tally BizWiz National Case Competition | 2023
- Google Nonprofit Marketing Immersion (NMI) Challenge
- Won Special Mention Award at Ramjas MUN | 2021
- Troubleshooting of Organic Chemistry | Published book | 2019

## SKILLS & INTERESTS

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**Computer:** Python, SAS Visual Analytics, SAS Base 9.0, Microsoft Office (Excel, PowerPoint, Word)

**Skills:** Digital Marketing, Brand Management, Product Marketing, Marketing Campaigns

**Languages:** English(Proficient), Hindi (Native)