

# AKASH KUMAR KUSHWAHA

+91-6392025643

[HTTPS://WWW.LINKEDIN.COM/IN/AKASH-KUSHWAHA](https://www.linkedin.com/in/akash-kushwaha)  
AKASHKUSHWAHAMR505@GMAIL.COM  
VARANASI, UTTAR PRADESH

## OBJECTIVE

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“A motivated and results-oriented MBA graduate with a specialization in Marketing seeking an entry-level Marketing Manager position. Eager to apply strong analytical skills, creative problem-solving, and a deep understanding of consumer behavior to develop and implement innovative marketing strategies. Passionate about brand management, digital marketing, and driving growth through data-driven decision-making. Ready to contribute fresh ideas and a strong work ethic to a dynamic marketing team to achieve business goals and enhance brand presence.”

## SKILLS & ABILITIES

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- Strategic Marketing Planning
- Brand Management and Positioning
- Market Research and Competitive Analysis
- Customer Relationship Management (CRM)
- Team Leadership and Campaign Management
- Data Analytics and Performance Measurement

## EXPERIENCE

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| 01/2023-01/2024 | <b>Assistant Manager, Axis Bank</b><br>As an Assistant Manager, I use to assist clients with more complex banking needs like loan, mortgages, investments, Identifies and analyzes financial risks that could affect the clients.  |
| 11/2020-12/2020 | <b>Management Marketing Intern, SBICap security ltd.</b><br>As a Marketing Intern, I use to do Market Research (Gathering and analyzing data to provide insights for marketing campaigns.) and Campaign Support (Assisting in the planning, execution, and monitoring of marketing campaigns.) |

## EDUCATION

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| 07/2021 | <b>Master of Business Administration in Foreign Trade</b><br>Banaras Hindu University |
| 11/2018 | <b>Bachelor of Commerce</b><br>Mahatma Gandhi Kashi Vidyapith                         |

## CERTIFICATION

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| 02/2020 | <b>‘CAMPUS TO CORPORATE’ Industrial Training Program</b>   |
| 10/2020 | <b>Management Skills for International Business</b><br>University of London authorized by Coursera |
| 10/2020 | <b>SIX SIGMA PRINCIPAL’S</b><br>University System of Gerogia authorized by Coursera                |