

# Siddhant Sharma



## My Contact

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📍 Delhi, India

## Hard Skill

- Proficient in MS Excel, MS Word, and PowerPoint.
- Data visualization through Tableau and Power BI.
- Proficient in SPSS.
- Six Sigma Green belt
- Optimization through linear programming

## Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

## Education Background

- Indian Institute of Management Rohtak  
*Product and Brand management*  
Aug 2023 - Nov 2023
- New Delhi Institute of management  
*PGDM - Marketing and Operations - 8.5 CGPA*  
Completed in 2023
- Jamia Millia islamia  
*Bachelor of Business Administration*  
Completed in 2019

## About Me

Passionate about data-driven decisions, aspiring to build a marketing career centered around uncovering insights and contributing to progress.

## Professional Experience

### Dabur Private Ltd. | Officer trainee

*July 2023 – Present*

- Worked on building the sales infrastructure in rural and outlet expansion to ensure maximum direct distribution, and a more than **30% increase** in West U.P outlet coverage.
- Responsible for managing a team of 7 ssm to deliver business financial of **67 lacs** in a month of sept across noida.
- Led and directed a team to install pragati app in more than **70 A class** outlets.
- Managed a distribution network of 2 superstocks and 3 distributors to optimize supply chain and logistics.
- Worked on GTM Strategy, Productivity and ROI benefit of Distributors in 2 States.

### Pladis Global | Market Research intern

*May 2022-july 2022*

#### Project - How to increase small store sale in west delhi

- Utilized SPSS for quantitative data analysis in marketing research on pladis, revealing consumer preferences and trends
- Elevated brand visibility, optimized merchandising, and boosted consumer engagement across outlets
- Analyzed consumer insights to align brand and consumer needs effectively.

### Hamari Pahchan NGO | Marketing Intern

*Aug 2022 -Sept 2022*

- Initiated "**Project Sukhad**" to promote menstrual health in underserved areas, addressing a crucial social concern in area of delhi.
- Teamed up with cross-functional groups to create impactful campaign posters, highlighting adaptability in diverse settings.
- Headed NGO's digital marketing, enhancing online visibility and engagement through effective backlink strategies
- Successfully secured funding of **₹10,000** through skillful crowdfunding strategies, highlighting fundraising acumen and a track record of delivering tangible results

## Achievements

2021– 2023      Runner up in Biz Quiz, Intercollege event, March 2022(NDIM).

2021 – 2023      Winner of **Hindustan Unilever Limited** E-commerce live project challenge 2022