

AMAN NITIN YADAV

MBA Marketing Student | Digital Marketing | Social Media Marketing | Brand Strategy
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PROFESSIONAL SUMMARY

MBA Marketing student with a strong interest in Influencer Marketing, Social Media Marketing, and Brand Strategy. Familiar with content creation, market research, social media management, and Canva. Eager to learn new marketing skills, contribute creative ideas, and grow professionally while helping brands build a strong digital presence.

KEY SKILLS

Digital Marketing | Social Media Marketing | SEO Fundamentals | Google Ads | Content Creation & Strategy | Brand Building | Market Research | Consumer Behavior Analysis | Influencer Marketing | Campaign Optimization | Data Analysis | Microsoft Excel | Power BI | Canva

INTERNSHIP EXPERIENCE

Social Media Manager Intern — AdvoTalks (Consultancy) Jun 2025 – Aug 2025

- Managed social media accounts and created engaging content to strengthen brand presence.
- Planned and executed content strategies, increasing engagement by 35% and growing followers organically by 200+ users/month.
- Managed end-to-end content calendar and campaign execution using Canva.

ACADEMIC PROJECTS

Impact of Instagram Influencer Marketing on Purchase Decisions

May 2026 – Jun 2026

- Conducted market research surveying 105 respondents to study influencer marketing's effect on consumer purchase decisions.
- Analyzed consumer behavior, influencer effectiveness, and brand loyalty to derive actionable marketing insights using survey design and data analysis.

Analysis of Monthly Spending Patterns (College Students, Age 18–25)

Jul 2025 – Sep 2025

- Conducted primary research via Google Forms with 80+ respondents to study consumer spending behavior.
- Analyzed data in Microsoft Excel and Power BI to identify spending trends across food, travel, entertainment, and shopping.
- Delivered actionable recommendations on budgeting and expense tracking based on data-driven insights.

EDUCATION

M.B.A. – Marketing Mgmt, D. Y. Patil Institute of MCA & Mgmt, Akurdi 2025 – 2027

CGPA: 7.50 / 10

B.Com. – Commerce, Amolakchand Mahavidyalaya, Yavatmal 2021 – 2024

CGPA: 6.80 / 10

CERTIFICATIONS

Foundations of Digital Marketing and E-commerce – Google | Meta Social Media Marketing – Coursera | Google Ads – Google | Google SEO Fundamentals – Google | Artificial Intelligence in Marketing – Coursera

ADDITIONAL INFORMATION

Seminars: International Conference on Business Analytics and Artificial Intelligence, D. Y. Patil Institute of MCA & Management (Mar 2026)

Languages: English, Hindi, Marathi

Achievements: Represented district-level handball team twice, demonstrating teamwork and leadership.