



# MD ZISHAN AKHTAR

## MARKETING AND FINANCE

### Profile

Eager to kickstart my career in marketing or finance, I am seeking a challenging and dynamic role where I can leverage my skills and knowledge gained throughout my studies. I am passionate about contributing to the development of innovative solutions and committed to continuous learning and professional growth.

### INTERNSHIP

#### DIGITAL MARKETING

CodingExpo Technology

Sep 2023 – Nov 2023

- Enhanced website visibility through SEO strategies, increasing traffic by 15%.
- Generating content for social media platforms and blogs.
- Collaborating with team members to brainstorm ideas and strategies for marketing initiatives.

#### CERTIFICATIONS & WORKSHOPS

- Workshop on Product Management (Jobaaj Learning) ,Learned strategic product lifecycle management and decision-making processes.
- Workshop on Digital Marketing (Jobaaj Learning) Gained expertise in SEO, social media marketing, and performance analytics.
- Google Digital Garage Understanding customers' needs and online behaviors
- Kona Kona Shiksha Program Certified by NISM

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### EDUCATION

#### MBA (MARKETING AND FINANCE)

Dr. A.P.J. Abdul Kalam Technical University-  
GNIOT COLLAGE

2022 - 2024 , CGPA 6.45

#### BACHELOR OF COMMERCE

Delhi University -School of Open Learning

2018 - 2021 , CGPA 7.26

### SKILLS

- Marketing Skills: Digital marketing, SEO (off-page), social media content creation.
- Technical Skills: MS Excel, MS Word, MS PowerPoint, Google Sheets
- Soft Skills: Team coordination, time management, problem-solving, decision-making, multi-tasking