

Ashith Kp

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EDUCATION

Master of Business Administration (MBA)

Mysuru, Karnataka

Major in Marketing

2024

JSS Centre for Management Studies

Relevant Coursework: Marketing Management - Product Management - Human Resource Management - Brand Management

Bachelor of Commerce (B.com)

Calicut, Kerala

University of Calicut

2020

Relevant Coursework: Business Management- Banking and Insurance- Cost Accounting- Corporate Regulations

WORK EXPERIENCE

Nestlé India

Nanjangud, Karnataka

Marketing Intern

Nov-2023 – Jan 2024

- Conducted market research to analyze consumer preferences and identify target audiences. Assisted in marketing campaign development, promotional strategies, and sales data analysis to evaluate campaign effectiveness. Contributed to marketing materials creation and presentations for internal and external stakeholders.

ENTREPRENEURIAL EXPERIENCE

GetMyTrend.com & BlinkBout.com

2019-2022

Founder & Product Manager

- Launched and managed two e-commerce businesses, overseeing end-to-end operations. Developed product strategies, including selection, pricing, and inventory management. Executed marketing campaigns using Google Ads, Meta Ads, and SEO to drive sales. Managed supplier relationships and logistics to ensure efficient order fulfillment. Analyzed customer insights to improve user experience and product offerings. Led branding, website design, and digital marketing efforts to scale the business.

PSCStar Learning App

2020-2021

Co-Founder & Product Manager

- Developed and managed an edtech platform focused on competitive exam preparation. Led product development, including app features, user experience, and content strategy. Implemented digital marketing campaigns to acquire and engage users. Collaborated with educators and content creators to enhance learning materials. Optimized the platform based on user feedback and analytics.

CERTIFICATIONS

Digital Marketing Certification- HubSpot Academy, Human Resource Management Certification, Brand Management, Google Ads Certification

SKILLS

TECHNICAL SKILLS

Web Development: WordPress, WooCommerce, Elementor ,**Graphic Design:** Adobe Photoshop, Canva, Figma , **SEO & Digital Marketing:** Google Ads, Meta Ads, Semrush, Google Analytics, **MS Office:** Excel, Word, Powepoint, **Email Marketing:** Zoho, Mailchimp, Sendinblue, ConvertKit, **E-Commerce & CMS:** Shopify, WooCommerce, Wix

SOFT SKILLS

Interpersonal & Communication Skills, Strategic Thinking & Problem-Solving, Adaptability & Willingness to Learn , Leadership & Team Collaboration , Creativity & Visualization

LAUNGAGES

Fluent: English, Malayalam, **Proficient:** Tamil, Kannada, Hindi