MD ALIM

Marketing Intern | Social Media Marketing | Data Analysis | Content Creation

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PROFESSIONAL SUMMARY

MBA candidate specializing in Marketing and Business Analytics, with hands-on experience in dealership marketing, social media management, and data-driven reporting gained through internships and academic field research. Proficient in Excel-based analysis, Power BI dashboards, and digital marketing campaigns, with a strong record of improving engagement and supporting sales operations. Seeking to apply analytical and marketing skills to drive measurable business impact.

PROFESSIONAL EXPERIENCE

Marketing Intern | Autoplex (Vespa & Aprilia) *Mar 2026 - Apr 2026*

Project: "Evaluating the Effectiveness of Dealership Marketing Strategies: A Study with Reference to Vespa and Aprilia Autoplex"

- Conducted a study evaluating the effectiveness of dealership marketing strategies for a two-wheeler dealership, analyzing customer touchpoints and promotional activities.
- Actively participated in day-to-day marketing activities, supporting sales and customer-handling processes and contributing to a 15% increase in sales during the internship period.
- Assisted in documentation, record maintenance, and coordination between the sales and marketing departments.
- Received formal certification from Autoplex for sincerity, dedication, and consistent performance throughout the internship.

Organizational Study Intern | Autoplex Consultancy and Service *Sep 2025 - Oct 2025*

Project: Organizational Study at Autoplex Consultancy and Service

- Completed a one-month organizational study examining departmental structure, workflows, and coordination across business functions.
- Observed and documented operational processes, gaining exposure to consultancy and service-based business practices.
- Demonstrated consistent dedication and professionalism, receiving formal certification for commendable performance and conduct.

Social Media Marketing Intern | Marpu Foundation (NGO) *Aug 2025 - Sep 2025*

- Managed and updated social media platforms for an NGO, increasing overall engagement by 25% within one month.
- Created and published 10+ social media posts, including captions and promotional designs, growing followers by 200 in four weeks.
- Planned content calendars and posting schedules, and tracked engagement analytics to optimize reach for education and welfare campaigns.
- Supported community awareness initiatives on education, welfare, and social development, achieving 95% accuracy in campaign data analysis.

ACADEMIC PROJECTS

MBA Societal Project | S.E.A College of Engineering & Technology *2025*

"Promoting Educational Inclusion in Urdu Medium Girls' Schools: A Case Study of Rajkiyakrit Urdu Balika Prathmik Vidyalaya, Purani Ranchi"

- Conducted a field study on educational access and infrastructure at a government Urdu-medium girls' school, using site visits, staff/student/parent interviews, and UDISE+ secondary data.
- Identified key barriers to inclusive education, including infrastructural gaps, digital exclusion, low parental awareness, and language-based marginalization.
- Developed a set of low-cost, practical recommendations covering infrastructure, digital learning, teacher training, and community engagement, presented to faculty guide.

EDUCATION

Master of Business Administration (MBA) - Marketing & Business Analytics (Pursuing) *2024 - 2026*

S.E.A College of Engineering & Technology (VTU) | Bangalore, India

Bachelor of Commerce (Honours) *2021 - 2024*

Doranda College | Ranchi, India

SKILLS

Technical Skills: Python, SQL, Power BI, MS Excel, Digital Marketing, Content Marketing, Data Analysis

Core Competencies: Social Media Marketing, Market Research, Dealership/CRM Support, Business Reporting

Soft Skills: Effective Communication, Team Player, Analytical Thinking, Time Management, Adaptability, Willingness to Learn