



Amit Kumar

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Gender: Male **Date of birth:** 14/01/1992 **Place of birth:** India **Nationality:** Indian

ABOUT MYSELF

Experienced business and marketing professional with a diverse international background across Europe and India. Skilled in digital marketing, IoT product development, telecom/media research, and project management. Known for leadership, innovation, and delivering results in fast-paced environments.

ACHIEVEMENTS

AIEEE Rank: 9627 / 1.2M (Top 0.8%) – 2012

Erasmus for Young Entrepreneurs Award – Ireland, 2021

Co-authored 16+ global telecom/media reports

Successfully launched inDrive app (Taxi App) in 4 major Indian cities

WORK EXPERIENCE

Clixwise

City: Ljubljana | **Country:** Slovenia

[14/03/2022 – 28/02/2025]

Business manager

Member of the Global Telecommunications, Media and High Tech (TMT) Research team.

Focused on operators and media service lines. Co-authored 16 documents on OTT video, digital media, market landscapes for India and other developing markets

Promoted early after 11 months. Supported multiple client engagements and 10 proposals covering topics and market perspectives across -

1) Media: Sports, premium pay TV, online video, print

2)Telecoms: Historical and future trends, understanding current market dynamics and exploring growth opportunities/adjacency plays

Aligned with global media research team of colleagues and became key point-of-contact for all media research and insights in Asia, with full ownership of India and South Asia

Staffed onsite in an end-to-end capacity on a media due diligence. Video distribution sector scan in Asia resulted in an investment in a major pay TV player

Served on a telecom due diligence in the broadband sector

Relentless Entireprise Limited

City: Dublin | **Country:** Ireland

[27/12/2020 – 15/02/2022]

Marketing manager

Managing social media marketing activities on Facebook, Instagram and Twitter, developing Marketing Strategies & Plans and assisting in setting up Facebook ads & Google adwords campaigns. Connecting with Customers and Sales activities.

Visionfactory

City: Barcelona | **Country:** Spain

[25/08/2020 – 25/12/2020] **EBusiness manager**

Vision Factory is a multitasking digital creative agency, based in Barcelona.

- We are focused on the monetization of databases, through our Direct and Email Marketing Channels.
- We design the most effective and creative multi-platform campaigns for your online marketing.
- We analyze financial markets and provide an effective service packages of business solutions, graphic design, and web design.
- We create and promote brand events.
- We give training courses about Social Media Marketing, in addition to others online courses.

<https://partnercis.cz/>

City: Zlin | **Country:** Czechia

[13/11/2019 – 24/08/2020] **Project manager**

Responsibilities:

Coordinate internal resources and third parties/vendors for the flawless execution of projects

Ensure that all projects are delivered on-time, within scope and within budget

Assist in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical feasibility

Ensure resource availability and allocation

Develop a detailed project plan to monitor and track progress

Manage changes to the project scope, project schedule and project costs using appropriate verification techniques

Measure project performance using appropriate tools and techniques

Report and escalate to management as needed

Manage the relationship with the client and all stakeholders

Perform risk management to minimize project risks

Establish and maintain relationships with third parties/vendors

Create and maintain comprehensive project documentation

Meet with clients to take detailed ordering briefs and clarify specific requirements of each project

Delegate project tasks based on junior staff members' individual strengths, skill sets and experience levels

Perform other related duties as assigned

Develop spreadsheets, diagrams and process maps to document needs

Indrive Ltd, Gurugram (India)

City: Gurugram,kanpur,lucknow ,hyderabad | **Country:** India

[01/05/2019 – 31/10/2019] **Marketing manager**

InDrive" - is an international internet - aggregator of passenger transportation service. InDriver" - is a rapidly growing company operating in 25 countries, 200+ cities and has 24 million users. The key difference of the service is the underlying decentralized model. We hold leading positions among classic taxi services and successfully compete with high-tech applications such as Uber, Yandex.Taxi, Gett, and etc. Promoting the mobile app InDriver" using digital media platform all over India. Develop, implement and submit media plans from the inception to completion. Recruitment/ Staffing, team development, team management and training the Driver's recruiters. Job postings on Facebook, LinkedIn, indeed, Naukri, Glassdoor etc. Conceived, managed and trained a team of more than 50 Offline and Office driver recruiters and Office moderators. Analyse the campaigns and recommendations for the strategic and tactical changes to maximize the effectiveness of the campaign. Management of the client requests (i.e. corrections in the media plan, budget changes, information about the market). Working in the SMM field, interaction with social networks and the mass media. Managing promotional activities like BTL and ATL all over the country. Successfully launched the application in Chandigarh tri-city, Bhopal, Kanpur and Lucknow. Managing and improving the quality of inDriver application on regular basis, henceforth by listening the problems encountered by both Driver and the Passenger. Work closely with Design, Engineering, Project Management and Driver Support team to develop and deliver the inDriver application in an agile environment. Study the offerings and bonuses given by the competitive applications like OLA and Uber, hence pitching in the viable statistical measures in making the campaign successful.

MLC Europe GmbH, Mainz (Germany)

City: Mainz | **Country:** Germany

[07/12/2018 – 30/04/2019] **Business development strategist**

Demonstrates technical selling skills • Complete understanding of pricing and quotes process • Maintains accurate records of all sales and prospecting activities including sales calls, closed sales, and follow-up activities • Work closely with colleagues and management to provide clients with most efficient and professional service

Edunguru, Gurugram (India) (Sahara Group)

City: Gurugram | **Country:** India

[16/10/2017 – 30/11/2018] **Assitant Manager**

Responsible for developing content guidelines for each and every project. · Amassed a significant network of talented writers that were all under contract with the company. · Worked closely with customers to help move their websites as far up the search engine results pages as possible. · Attended planning meetings of all products to fully understand positioning and help drive Marketing Communications involvement and understanding. · Developed instructional content that is concise and appropriate for the audience. · E-learning, e-assessments and other online educational tools / websites, ICT, new media and education project management.

Content Developer

City: Gurugram | **Country:** Czechia

[18/09/2017 – 16/03/2018] **Pumeria Trust, Gurugram (india)**

I Create Question Different exam like (CAT,SSC ,banking exam question) and Check Quality content for Quantitative Aptitude Question based on Government exam and Management exam)

**EDUCATION AND TRAIN-
ING**

[24/09/2012 – 21/06/2016] **Bachelor of engineering Physics**

Delhi Technological University (Formerly Delhi College of Engineering) <https://dtu.ac.in/>

Address: Delhi , Delhi, India |

[01/10/2022 – Current]

Master of Management

University of Primorska <https://www.fm-kp.si/>

Address: Izolska vrata 2, 6000 Koper - Capodistria, 6000, Koper, Slovenia |

LANGUAGE SKILLS

Mother tongue(s): Hindi

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

SKILLS

Java Programming language | Internet of Things | Digital Marketing | project management tools | MS Office (MS Word; MS PowerPoint; MS Excel; MS Publisher; MS Outlook; MS Teams) | Analysis and evaluation of information

HTML5, CSS, PHP(Basics), C, C++, Core JAVA, XML,Data structures and Algorithm

Google Drive | Google Docs

**KEY COMPETENCIES Managerial skills ■ Strong leadership and communication skills.
■ Having a hands o**

Microsoft Word