



CONTACT

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🌐 [Aayush Prasad](#)

EDUCATION

2023-2025

**TAPMI SCHOOL OF BUSINESS
MANIPAL UNIVERSITY, JAIPUR**

- MBA (Marketing and Management of Tech)
- GPA: 8.5/10

2019-2022

MARWADI UNIVERSITY

- BBA (Digital marketing)
- CGPA: 8.45 / 10

SKILLS

- **Soft Skills:** Leadership, Communication, Creativity, Interpersonal Skills, Conflict Resolution.
- **Management Skills:** Group Dynamics, Strategic Thinking, Problem Solving, Market Research, Delegation, Negotiation.
- **Technical Skills:** Meta Ads, Project Management, MS Excel, MS Word, MS PowerPoint, Website Development.

AAYUSH PRASAD

Hello, I'm an MBA candidate at TAPMI School of Business with hands-on experience in CRM and marketing. At MRM//McCann Worldgroup, I led IKEA's campaign strategies and optimized customer retention through the Purchase Life Cycle Segmentation (PLCS) model. Outside of work, I have a deep passion for photography, capturing moments that tell compelling stories. I also enjoy exploring diverse cuisines and travelling to new places, immersing myself in different cultures to gain fresh perspectives.

WORK EXPERIENCE

MRM // McCann Worldgroup

June 2024 – August 2024

Client Servicing Intern

- Led the conceptualization and execution of IKEA's sleep solution campaigns for 2 million IKEA family members, integrating customer testimonials and comprehensive solutions to significantly boost engagement.
- Developed and managed content calendars while performing competitive analysis for **IKEA** and **3M**, aligning marketing initiatives with strategic objectives.
- Authored detailed creative briefs and conducted an in-depth analysis of IKEA's Purchase Life Cycle Segmentation (PLCS) model, optimizing customer retention and campaign impact.
- Crafted strategic go-to-market plans for various brands and formulated targeted campaign strategies for **3M**, enhancing brand visibility and consumer interaction.

Glocal Business Solution

2021-2022

Social Media Manager (Part- Time)

- Led social media campaigns and outreach for significant events, increasing visibility by 20% for the Entrepreneurship Symposium, Export Symposium, and Atmanirbhayi Career Crafting.
- Captured over 200 engaging photos for social media, enhancing event promotion and increasing audience interaction by 40%.

ACHIEVEMENTS

- Ranked 10th out of 100+ B-Schools in the Markurious Business Strategy Case Competition, Symbiosis Institute of Business Management.
- Ranked 13th among 150+ B-Schools in the SusStratregy case competition, Master's Union.
- Ranked 16th out of 100+ B-Schools in The Strategist's Sanctum – Presentation Showdown, Master's Union.

VOLUNTEERING

TAPMI School of Business

Jan 2024 – Present

Student Placement Coordinator

- Executed strategic internship and placement initiatives, coordinating campus recruitment and managing data to enhance partnerships and achieve successful MBA graduate placements.