

Akash B L

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SUMMARY

Passionate about global trade and economics, with a proven track record in market research, international marketing and crafting impactful marketing strategies. Aiming to leverage my analytical acumen in international business to drive strategic growth and innovation in global markets.

EXPERIENCE

International Marketing Intern

Quadrigen VetHealth Private Limited

August 2023 - October 2023, Bengaluru, Karnataka, India

- Conducted comprehensive international market research, identifying over 400 potential business opportunities across Africa, Southeast Asia, and CIS countries.
- Analyzed large datasets to assess business opportunities by effectively using skills such as data mining and web scraping and created a database of prospective companies.
- Spearheaded a targeted email marketing campaign, resulting in 2 significant international leads, thereby expanding the company's global reach.

International Marketing and Business Development Intern

Cymbio Pharma Private Limited

April 2023 - July 2023, Bengaluru, Karnataka, India

- Conducted in-depth market research on green coffee bean extract, natural caffeine, and maltodextrin, identifying key market trends and business opportunities.
- Conducted competitor analysis on price and product.
- Crafted a comprehensive digital brochure highlighting the company's values and product features, enhancing brand visibility.
- Designed and implemented email marketing campaign targeting 300+ potential customers across 5 countries.
- Secured a potential customer for green coffee bean extract, contributing to business growth.

Market Researcher

Ravi Products

November 2022 - December 2022, Bengaluru, Karnataka, India

- Led a comprehensive market research project to analyze the key factors influencing retailer's decisions in allocating shelf space.
- Engaged with 50+ unorganized retailers across Bengaluru, gathering insights on shelf space allocation factors.
- Designed a suitable questionnaire to collect relevant data.
- Delivered actionable insights and recommendations to M/s Ravi Products leadership, driving informed decision-making.

PROJECTS

Rural Agricultural Work Experience

Rai Technology University • July 2021 - December 2021

- Collaborated with local farmers to gain insights into optimal farming practices and techniques prevalent in the designated village.
- Conducted a detailed survey to identify and analyze challenges faced by farmers with respect to agriculture, leading to targeted interventions.
- Devised and demonstrated practical interventions, offering actionable solutions to address farmer's challenges.

EDUCATION

Post Graduate Diploma in Management in Agricultural Export and Business Management

Indian Institute of Plantation Management Bengaluru • Bengaluru • 2024 • Pursuing

Bachelor of Science (Hons.) in Agriculture

Rai Technology University • Doddaballapura, Bengaluru Rural • 2022 • 8.2

Class 12 (Science)

KLES IND PU COLLEGE • Bengaluru • 2018 • 7.0

CERTIFICATIONS

Effective Business Communication - Indian Institute of Management, Bangalore (IIMB)

SWAYAM • 2023

- The learning outcomes of the course encompass understanding the mechanics and significance of communication, navigating barriers and challenges while employing frameworks in business communication, cultivating confidence in speaking and presenting, sharing professional viewpoints effectively, crafting polished and concise business documents, and adeptly engaging in one-on-one or group meetings within a professional context.

Agri Export Management

National Institute of Agricultural Extension Management (MANAGE) • 2022

- Got an understanding regarding HS Code, Incoterms and various scheme provided by the government for export promotion.

Excel Essentials For The Real World

Udemy • 2022

- Got a complete understanding regarding the usage of Excel formulas, Pivot Tables, Power Query among others.

Microsoft Power BI Desktop for Business Intelligence

Udemy • 2022

- Got a complete understanding in building interactive dashboards, creating data models, calculated fields and DAX

SKILLS

International Marketing, International Sales, International Business Development, Customer Relationship Management, Market Research, Lead Generation, Cold Outreach, Data Mining, Web Scraping

Effective Communication, Team Player, Creative, Problem-solving, Adaptability, Emotional Intelligence, Negotiation