



TANMAY SHARMA

MBA | 2025-27

ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	% / CGPA
2025-27	MBA	Indian Institute of Management Rohtak	6.45
2022-25	BBA	Indian Institute of Management Rohtak	63.20 %
2020-21	Class XII (MPBSE)	Govt. Excellence Hr. Sec. School, Ujjain	91.40 %
2018-19	Class X (MPBSE)	Bhartiya Gyanpeeth Hr. Sec. School, Ujjain	91.20 %

INTERNSHIPS

Company	Role	Duration
Ericsson Global India	Talent Marketing & Branding	Apr '25 – May '25
<ul style="list-style-type: none"> Spearheaded targeted newsletter campaigns via Eightfold.ai, engaging 2.6L+ candidates and generating 1,200+ applications Delivered LinkedIn training to 750+ managers, partnering with LinkedIn team for Ericsson Ambassadors Program Managed Ambition Box presence for Ericsson India, optimizing reports and collaborating with platform teams for brand visibility Curated content for HerKey platform, enhancing brand presence through content strategy and social media campaigns 		
Turtle finance	Design Intern	Nov '23
<ul style="list-style-type: none"> Created 10+ social media visuals, driving 15% engagement through strategic content marketing and branding Designed 12+ paid ad creatives, resulting in 0.75% higher click-through rates and 16.5% conversions Developed 8+ visual cards, ensuring consistent branding across 3+ digital channels and increasing brand visibility Directed and produced Turtle's brand video, generating 1000+ views and boosting brand awareness through digital marketing 		
Yasham Foundation	Social Intern	Apr '23 – Jun '23
<ul style="list-style-type: none"> Provided counselling sessions to 25+ underprivileged students, while curating a repository of scholarship opportunities Established strategic partnerships with 10+ Educational institutions, facilitating education initiatives for underprivileged students Contributed to social media marketing efforts by assisting in 10+ content marketing deliverables including videos and posts 		

INDUSTRIAL LIVE PROJECTS

Educator Influencer, Unacademy	<ul style="list-style-type: none"> Delivered 5+ Unacademy sessions on Life at IIM and IPM student queries Promoted Unacademy courses through sessions, created session plans and ppts 	2023
Content Manager, IFMC Education	<ul style="list-style-type: none"> Edited & optimized 25+ YouTube videos, achieving 220k+ views & enhancing visibility Directed campaigns, driving a 15% revenue increase through content creation Developed social media creatives, leveraging content marketing to boost engagement Collaborated with 10+ creators, managing workflows with digital marketing goals 	2022

ACADEMIC PROJECTS

Indian Institute of Management Rohtak	<ul style="list-style-type: none"> Conducted research titled "Impact of Digitalization and Social Media Rise on IPL" Evaluated social media strategies and fan perception through a survey of 80+ IPL followers Analysed digital consumption trends by interpreting insights from 30+ industry reports 	2024
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POSITIONS OF RESPONSIBILITY

Co-Founder, Glyph Clothing	<ul style="list-style-type: none"> Established brand from scratch, generating 250+ orders worth ₹2.8L+ in revenue Strategized 5+ campaigns to target niche audience, garnered 320k+ impressions Created 4-step follow up plan to handle 50+ customer queries achieving <24hr TAT Created 50+ content pieces on social media, increasing profile visits by 115% 	2024-25
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ACHIEVEMENTS & EXTRA-CURRICULARS

Achievements	<ul style="list-style-type: none"> Received MMVY scholarship from MP Govt for meritorious performance in 12th class Represented Ujjain District in Inter Divisional Cricket Tournament by UDCA 	2022-27 2020
Competitions	<ul style="list-style-type: none"> Emerged National Winner in Productopedia by SRCC out of 1545 participants Secured First position out of 600+ participants in 'Arthaat' by IIM Kashipur Secured runner up position in 'Designer OP' by IIM Rohtak Emerged National Winner in 'Mergers Alliance' by NIT Durgapur 	2024 2024 2024 2023
Certifications	<ul style="list-style-type: none"> Customer Understanding & Digital Marketing Channels, Unilever Microsoft Advertising Search Certification, Microsoft Google Ads for beginners, Coursera Social Media Management, Meta 	2024 2023 2021 2021
Others	<ul style="list-style-type: none"> Completed an Online Live project on Growth Marketing by Scoopwhoop Spearheaded Video Editing campaigns for My Content Café Campus Ambassador for Feeding Trends 	