

# GAUTAM KUMAR

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RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY  
Jais, Amethi - 229304

## Objective

Looking for Internship opportunity in **Marketing** where I can assist organization in its **marketing and advertising efforts**. To be a part of organization that provides opportunity to learn, enhance and apply my knowledge and skills in marketing activities.

## Education

Class	CPI/CGPA/%	YYYY
<b>MBA in Marketing &amp; Energy</b> (Minor)- Pursuing from <b>RGIPT, Jais, Amethi</b>	7.71	2022
<b>B. Com</b> (Honors) from <b>University of Calcutta</b>	5.58	2020
12 <sup>th</sup> - CBSE from St. Karen's Secondary School, Patna	80.4	2017
10 <sup>th</sup> - CBSE (DAV Public School, Sasaram, Bihar)	9.4	2015

## Internship

Summer Internship at **Oil and Natural Gas Corporation Limited** in the **Corporate Marketing division at Deendayal Urja Bhawan, New Delhi from 15<sup>th</sup> May 2023 to 14<sup>th</sup> July 2023**

*Project:* Gas Pricing Regimes in India Towards Marketing and Pricing Freedom.

*Role:* Analysis of Gas sector in India and pricing regimes of domestic gas.

*Conclusion:* The project is all about the deregulation of Gas market in India towards Gas based economy and pricing mechanism of Domestically produced natural gas.

## Skills

Microsoft Office (Excel, Word, PowerPoint)	Proficient in Excel, Word, PowerPoint like creating spreadsheets, data analysis, data visualization, dashboard, pivot table, known to various functions, report making, documentation, layout, designing, presentation.
R Programming (Basic)	Proficient in Scraping & Scrubbing, Clustering, Association, Classification, Sentiment Analysis and machine learning model.
Python (Basic)	Proficient in Printing, Debugging, Randomization, Functions like loops, range, lists, inputs, dictionary etc.
MySQL Certification (Basic)	Good in DDL, DQL, DCL, TCL, Pattern Matching, Joins, Subquery
Digital Marketing	Proficient in Content Marketing, Social Media Marketing, Email Marketing.
Leadership Skills	Have been a secretary and now student placement coordinator where I had responsibility of looking after of various training and placement activities.
Business Skill	Being born in business family I had some flavor of business skills and sometimes also help my father in his business.

## Projects & Publications

Project Details	YYYY
<b>Revolutionizing Business Management:</b> Exploring the Role of Technology in Driving Growth and Efficiency.	2023
<i>Role:</i> Examining the multifaceted impact of innovations on management areas, including technology's advantages, drawbacks, and potential for efficiency and growth, while considering the transformative effects of <b>automation, machine learning, and artificial intelligence</b> on business operations and successful technology adoption strategies.	
<i>Conclusion:</i>	

**Artificial Intelligence Case study at Samsung:** Samsung's strategic use of artificial intelligence has propelled them as a tech industry leader, delivering innovative, efficient, and user-centered solutions across their products and services.

**Cloud Computing Case study Netflix:** the profound impact of the cloud computing revolution on IT solutions provision has been evident, transforming internet access and enhancing market competitiveness for businesses like Netflix.

**Automation Technology Case study at Coca-Cola:** It has aided Coca-Cola in streamlining its operations, making the most use of its resources, and keeping a competitive advantage

**Movie Boycott:** The project was to analyze how and what prompts peoples to boycott a movie. 2023

*Role:* To analyze the people's behaviors that are responsible for boycotting a movie *using evidences from multiple regression analysis* using **R Programming** by doing **parallel and factor analysis**.

*Conclusion:* Prediction was done through the linear model where a user will give data and the possibility of boycotting get done depending on his/her behaviors.

**Comparative Study of Iron and Steel Industry:** *Financial Statements of Tata Steels, Jindal Stainless Ltd, JSW Steel, Shyam Metallics & Energy and Kamdhenu Ltd for past 5 years were analyzed.* 2022

*Role:* To analyze the company's performance based on their financial data using various financial tools like AGR, CAGR, Ratio Analysis.

*Conclusion:* Ranking of companies were done on the basis of 5 Stage Dupont Analysis.

**Non-Performing Assets of Bank:** the project was to analyze the NPAs of retail banks with special reference to Andhra Bank. 2020

*Role:* To explore the NPA problem of bank. A descriptive study was done to show the level of NPA in Andhra Bank and its comparison with a nationalized bank & private bank. The project was based on secondary data collected from annual reports and analysis were done on **MS Excel tools like Data Analysis & Graphs**

*Conclusion:* To ensure proper functioning of the banking system in the economy, we need to see that the level of NPAs is kept down. Non-Performing Loans (NPLs) are an area of concern, as they adversely affect the financial health of the bank.

## Awards & Achievements

**Student Coordinator at Training & Placement Committee** at RGIPT, Jais 2022

*Roles & Responsibility:* Assigned to carry out Training and Placement activities like taking responses from student regarding the intent for particular company. Also act as bridge between Students and Training and Placement Cell.

**Secretary at Student Committee** at St. Karen's Secondary School 2016-17

*Roles & Responsibility:* Responsible for managing student lead activities, Coordinating with Presidents to plan out things.

**National Cadet Corps "A" certificate** under the authority of Ministry of Defense, Government of India. 2014  
Learning: Unity, Discipline, Team ethics and Obedience

## Extra-Curricular Activities

Worked for *Social Cause* at my village during COVID-19: 2019  
During the pandemic, me and my friends distributed masks, soaps, food grains etc. to needy people around us.

*Event Manager of Annual Cultural Fest (UMANG)* at The Bhawanipur Education Society College 2018  
*Roles & Responsibilities:* Responsible for carrying out daily event activities, Responsible for sponsorship activities which I successfully managed to do so and be in charge for hiring personnel (DJs, Catering)

*Inter College Cricket Tournament:* Played Inter college cricket tournament and my team went up to quarter final 2017

## Personal Details

Age 23

Address S/O Satyendra Chaudhary, New Area, Sanjhauli,  
Rohtas, Bihar, Pin Code- 802220

Signature: - *Gautam Kumar.*

Date: Friday, July 21, 2023