

Please note that this is an indicative, sample CV and only a representation of what could be included in a CV.

**Amit Sahitnorli**

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## Education

### **MBA in Consumer Behaviour and Marketing**

Noble PG College, Nadergul, Hyderabad | Omania University | September 2022 - Present

Expected Grade: 2:1 or 78%

Key Subjects: Marketing, Economics, Psychology, Enterprise

### **BSc in Management**

XXXX Degree College, Bangalore | XXXX University | September 2020 – June 2022

Grade: 30 Points

## Work Experience

### **Marketing Intern**

Axis Theatre Company, Hyderabad | July 2023 - August 2023

- Developed a comprehensive social media strategy by conducting competitor analysis, organising focus groups, and consulting best practices.
- Presented the strategy and full report to the board, securing approval to implement it.
- Executed the strategy, creating TikTok and Instagram profiles, training the marketing team, and setting up Sprout Social to optimise and monitor campaigns.
- Resulted in a 100% increase in social media engagement within the first month.

### **Holiday Representative**

Youth Culture Resorts, Pondicherry | June 2022 - September 2022

- Organised induction events and day trips for groups of up to 40 guests, ensuring high-quality experiences and receiving excellent feedback.
- Designed weekly marketing collateral, including postcards, slides, and posters for club nights and excursions, consistently contributing to surpassing weekly booking targets.

## Other Activities

**Member**, Noble College Business Society | September 2022 - Present

Participated in various events, including an alumni-led seminar on digital marketing agency operations.

### **Sports and Fitness**

- Recreational tennis player.
- Fitness enthusiast with a self-designed training regime, sharing videos on Instagram with a 5,000+ follower base.

### **Skills**

- IT Skills: Sprout Social, iMovie, Excel, PowerPoint, Word
- Social Media: Proficient in Instagram, TikTok, Twitter, LinkedIn