

# Ayush Agrawal

CFA Level 1 Candidate

Experienced solutions-oriented and goal-oriented marketing veteran known for building excellent public relations. Over a decade of experience in marketing with natural talents in developing and implementing successful strategies, driving profits, increasing market shares and strengthening customer dominance in family managed business. Hardworking, ambitious, team player anxious to obtain mid-level roles in finance to help launch career as a Research Analyst.



## Contact

### Address

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### Phone

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### E-mail

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### WWW

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### LinkedIn

<https://www.linkedin.com>

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## Skills

Social media management ●●●○○○ Good

Marketing analytics ●●●●○○ Very Good

Online marketing strategies ●●●●○○ Very Good

Business relationship cultivation ●●●●○○ Very Good

Relationship building and management ●●●●●● Excellent



## Work History

2020-11 -

Current

### Founder

*Finvents Network Private Limited, Jabalpur, Madhya Pradesh*

- Conducted target market research to scope out industry competition and identify advantageous trends.
- Drove implementation of new market expansion to propel business forward and adapt to market changes.
- Developed key operational initiatives to drive and maintain substantial business growth.
- Managed divisional marketing, advertising and new product development.
- Maintained P&L and shouldered corporate fiscal responsibility, resulting in 2x ROCE in less than 12 months.
- Investigated and addressed business development challenges to proactively mitigate problems.
- Directed technological improvements, reducing waste and business bottlenecks.

2011-05 -

Current

### Director of Operations

*Agrawal Motors, Jabalpur, Madhya Pradesh*

- Oversaw day-to-day production activities in accordance with business objectives.
- Grew sales and boosted profits, applying proactive management strategies and enhancing sales training.
- Trained and developed new sales team associates in products, selling techniques and company procedures.
- Maintained records related to sales, returns and inventory availability.
- During Covid-19 Lockdown, increased business bottom-line YoY 10% during FY 2020-2021 through strategically changes in business model.

Equity research ●●●●○

Very Good

Building client ●●●●○

relationships Very Good

Written and ●●●●○

verbal Very Good

communication



## Languages

English ●●●●○

Very Good

Hindi ●●●○○

Good



## Education

2020-07 -

Current

### Master of Arts: Economics

*G.S. College of Commerce & Economics - Jabalpur, Madhya Pradesh*

2020-07 -

2020-09

### Founder Track Program: Scaling A Bootstrap Startup

*Y Combinator Startup School - Mountain View, California*

2018-09 -

2020-07

### PGPFMB: Managing A Family Owned & Operated Business

*SP Jain Institute of Management & Research - Mumbai, Maharashtra*

2006-10 -

2009-11

### BBA: Business Administration And Management

*G.S. College of Commerce & Economics - Jabalpur, Madhya Pradesh*

2007-06 -

2009-05

### High School Diploma

*Little World Senior Secondary School - Jabalpur Madhya Pradesh*



## Certifications

2021-08

The Complete Digital Marketing Course - 12 Courses in 1, Udemy

2021-10

Financial Modeling and Valuation Analyst (FMVA)®