

# Vamsharaj Shiva lingam

## Business Development Associate

✉ shivalingam252@gmail.com ☎ 7989487201 in <https://www.linkedin.com/in/vamsharaj-shiva-lingam>

### Objective

- A passionate enthusiast with a knack for business development and social media, seeking a position to add value to the organisation and self.

### Professional Experience

#### Business Development & Digital Marketing Analyst - Affiliate Marketing

11/2020 – present

- Marketing an event AITHON2021 to break Guinness world record by training 2,00,200 participants on AI.
- Assisted 120+ client services through online and offline platforms.

#### Sales & Marketing Intern

09/2020 – 11/2020

- Pitched 20+ sales in a span of 4 days heading the team of 5 members.
- Assisted 70+ client services events & increased salesforce by 20% accuracy.

### Projects

#### Actuarial Economics

- Spearheading IGNOU special projects with 6+ team members.

### Education

#### MASTER'S IN ECONOMICS

Indira Gandhi National Open University

06/2019 – present

- Wrote a blog on timely goal setting for 2021 post-pandemic.

#### GRADUATION IN ECONOMICS

Telanganana University

06/2016 – 05/2019

- Secured 8th rank in National E-Quiz on "Aatma Nirbharat Abhiyan Package".
- Managed & organized 4+ university events.

### Awards & Achievements

#### Social Media Specialist

12/2020

- Promoted 6 courses, wrote 5 blogs, 23 creative social media posts, 13 festival stories, and 3 workshops.
- Instrumental in driving 25% or more traffic on the website through online platforms.

#### Best Sales Intern

11/2020

- Maintained 99% customer service scores.
- Customer retention for my clients was 40% above the company average.

#### State Taekwondo Championship

07/2016

- Awarded a gold medal, silver medal & 2 Bronze medals.

### Technical Skills

- MS(Word, PowerPoint, Excel)
- Adobe Photoshop, Canva

### Certifications

- Business Analysis & Scrum 4 Business Analyst & Product Owner
- Lean Strategies For Startups & Innovative Business
- Content Writing, Social Media Specialist & Account Manager