

MAHBOOB ALAM

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EDUCATION

- **University of Delhi** **Oct 2022 - June 2025**
Bachelor's in Commerce
 - **Radiant International School, Patna** **Mar 2020 - July 2022**
12th Boards with Commerce Stream
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WORK EXPERIENCE

- **Lupinus Hotel & Resorts Pvt. Ltd.** **July 2022 - Present**
Oversaw social media marketing and sales growth at Lupinus Hotel & Resorts Pvt. Ltd. Implemented targeted campaigns to enhance online presence and drive bookings, leading to increased revenue and customer engagement. Played a key role in crafting strategies that aligned with brand goals, fostering business development in a competitive market.
 - **Quba Super Market** **Oct 2022 - Feb 2023**
Managed social media marketing for Quba SuperMarket, Patna, crafting and executing effective seasonal and festive offers to drive customer engagement and sales. Developed creative campaigns to enhance brand visibility and attract a wider customer base, contributing to the store's growth during peak seasons.
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INTERNSHIP & WORKSHOP

- **Muskurahat Foundation (Crowdfunding Intership)** **June 2024 - July 2024**
 - Art of storytelling and presenting a pitch
 - Raising funds and awareness for underprivileged children education
 - Developing and excuted campaign to increase awareness people and help needy
 - **IIT DELHI (Digital Marketing workshop)** **March 2024**
 - Insights with industry exports about emerging marketing technics
 - Channels to Market and guide to access
 - Comprehensive digital marketing funnels
 - Reputation and brand Building guide
 - **World Wildlife Fund (Model Conference of Parties 2)** **June 2021**
 - Represented the state of Bihar as a student delegate.
 - Presented worksheet on importance and preservation of wetlands.
 - Drawn out plan for increasing wetlands in landscape of Bihar.
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RESEARCH PAPER

Title - " Influence of Media Coverage on Consumer Behavior"

- Conducted comprehensive research and surveys to analyze the influence of media coverage on consumer behavior.
- Research was conducted in monitoring of Dr. Ghanzambar Ali Khan , Bureau Head Arab News.
- Assessed how economic and financial news impacts consumer spending and investment decisions in the Indian market.
- Provided insights into media's role in shaping consumer perceptions and financial choices.

LEADERSHIP & SERVICES

- **President | Viksit Bharat @2024 Society** **2024-2025**
 - Lead college events to create awareness among student about Viksit Bharat campaign
 - Collective share of innovative and transformative ideas for the vision of Viksit Bharat on MyGov portal
 - Organised debate in order to propagate the guiding principles of youth progress.
 - **Executive Member | Youth United for Vision & Action (YUVA) Society** **2023 - 2024**
 - Youth lead campaign for reducing Plastic Waste in household
 - Flood relief campaign in flooded areas of Delhi in 2023
 - Lead Blood donation Camp in college
 - **Marketing Head | Social Media Cell Society** **2022 - 2023**
 - Handling college social media account with regular update about campus events
 - Highlighting campus issues to quick redressal
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PROJECT

- **Freelancing Project**
Social Media Marketing for businesses in collaboration with a marketing Agency Transforming Brands.
 - Fun N City <https://www.instagram.com/funnacitywaterparkpatna?igsh=MWJwdWdnZTM3amVpNw==>
 - Hotel Red Velvet <https://www.instagram.com/hotelredvelvetpatna?igsh=dzErdnpgZHnlejN6>
 - Hotel Grand Empire https://www.instagram.com/hotel_grand_empire_2?igsh=bWE2NGRnejqY25z
 - Quba Super Market https://www.instagram.com/quba_super_market?igsh=eTVhdHOwbWjuN3Nv
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EXTRACURRICULAR ACTIVITIES

- **Beatboxing**
 - Won Inter-school beatboxing competitions in 2019
 - Formed Patna Beatboxing Community on WhatsApp, connecting beatboxers across Patna during lockdown in 2020.
 - Started classes for beatboxing in college campus for University students and taught more than 50 students
- **Event Organising**
 - Organized Patna Media Gala event at The Grand Empire Hotel, Patna . To facilitate and motivate the media persons and presented 7 Substantial Development Goal Agenda for local area development.
 - Organized Patna Doctor's Gala event at The Grand Empire Hotel, Patna. To facilitate and unite the doctor's community in Patna.
 - Lead 2 week protest against demolition of parking spaces on Bailey Road, Patna by Government Authority.
- **Public Speaking**
 - Took part and won in State, National and International competitions in public Speaking
Aisa Model United Nation (Internationals) 2022 | IIMUN (Nationals) 2022 | Behas (Patna Round) 2019 | Maha Behas (Nationals) 2019 | Synergy (Inter-school) 2019. | World Scholars Cup (Patna Round) 2018/20217

CERTIFICATIONS

- **Introduction to Marketing**

Wharton University of Pennsylvania

- **Financial Markets**

Yale University

- **Small Business Marketing Using Youtube**

Coursera project network

- **Brand Management: Aligning Business, Brand and Behavior**

University of London

- **Generative AI for Beginners**

Udemy E- Learning Academy

- **Career Edge - Communication Skills**

TCS ion, Tata Consultancy Services

- **Career Edge - Young Professional**

TCS ion, Tata Consultancy Services

- **A-Z of Research Paper Writing**

Wise-up

Access all the certificate from LinkedIn account - <https://shorturl.at/11MpI>
