



# SHAKTI SINGH

Male, 26, Bikaner

8561855922 | [shakti.singh2026@sibmnagpur.edu.in](mailto:shakti.singh2026@sibmnagpur.edu.in) | [Linkedin](#)

## PROFILE

MBA in Food & Agribusiness Management student with a hospitality background and exposure to rural sales, agri-input marketing, and consumer research, having led initiatives and driven stakeholder engagement in diverse agri-markets. Executed field campaigns, engaged channel partners, and analyzed market trends to drive sales and elevate visibility. Aiming to drive brand growth and expand presence by applying sales and marketing experience early in my career. Aspiring to lead initiatives driving growth, fostering innovation, and creating value in the agri-food ecosystem.

## EDUCATION QUALIFICATIONS

MBA (FABM)	SIBM, Nagpur	6.9CGPA	Pursuing
Bachelor of Hotel Management & Catering Technology	JECRC University, Jaipur	6.82CGPA	2022
XII (RBSE)	R.K Pub Sr Sec School, Bikaner	52.60%	2018
X (CBSE)	Army Public School, Bikaner	6.2 CGPA	2015

## INTERNSHIP EXPERIENCE

VNR SEEDS PVT. LTD.		Sales and Marketing Intern	Jun '25 – Apr'25
Learnings & Responsibilities	<ul style="list-style-type: none"><li>Spearheaded rural marketing in 20+ villages by collaborating with retailers, executing promotions, and mobilizing networks, resulting in a 30% increase in hybrid maize seed sales and broader reach.</li><li>Conducted research and interactions with 100+ farmers and 15+ dealers to assess buying behavior, brand perception, and product performance, generating insights for localized strategies.</li><li>Led grassroots campaigns including projector meetings, field demos, and farmer engagement, effectively boosting product visibility and brand awareness while strengthening channel management skills.</li></ul>		
The Lalit Jaipur	Industrial Trainee		Dec '20 - Apr'21
Learnings & Responsibilities	<ul style="list-style-type: none"><li>Led inter-department coordination between F&amp;B service and kitchen teams during high-volume banquet operations, enhancing service flow and ensuring a seamless guest experience.</li><li>Streamlined front office operations by managing daily check-ins/check-outs, optimizing reservation handling, and ensuring responsive and guest-focused service in time-sensitive situations.</li><li>Monitored housekeeping SOPs and supported inventory audits to ensure timely restocking and smooth room readiness, while also analyzing guest feedback to propose service enhancement strategies across departments.</li></ul>		

## LIVE PROJECTS

Parle	Aug'24
<ul style="list-style-type: none"><li>Mapped Parle's distribution flow, identified gaps, and recommended improvements to enhance supply chain efficiency.</li><li>Assessed partner criteria through field insights and data analysis to improve market coverage and align performance.</li><li>Evaluated order systems, analyzed sales force structure and beat plans to optimize operations and boost market execution.</li></ul>	

## CERTIFICATIONS

Lean Six Sigma – Green Belt Grant Thornton Bharat LLP	July'25
<ul style="list-style-type: none"><li>Acquired practical knowledge of Lean Six Sigma principles by identifying root causes, eliminating process inefficiencies, and optimizing workflows using tools like DMAIC, Fishbone Diagrams, and Value Stream Mapping.</li><li>Leveraged statistical techniques such as control charts and hypothesis testing to enhance process control, support data-driven decisions, and reduce projected defect rates.</li></ul>	
Complete Microsoft Advance Excel Certification	May'25
<ul style="list-style-type: none"><li>Implemented advanced Excel features such as pivot tables, VLOOKUP, conditional formatting, and chart creation to transform raw data into actionable insights, enabling faster and more informed decision-making.</li><li>Optimized data management by using filters, slicers, drop-down lists, duplicate removal, and text-splitting tools, which streamlined workflows and improved reporting efficiency.</li></ul>	
Master in Product Management and Brand Management, Udemy	May'25
<ul style="list-style-type: none"><li>Learned to develop and position products strategically by aligning customer needs with market trends, enhancing product-market fit and brand value.</li><li>Applied brand-building frameworks to design go-to-market strategies and lifecycle plans that strengthen consumer engagement and long-term brand equity.</li></ul>	

## LEADERSHIP ROLES

SIBM NAGPUR	Core Member   Mess committee	Presently
	<ul style="list-style-type: none"><li>Planned menu offerings based on student feedback and preferences, enhancing inclusivity and satisfaction.</li><li>Collaborated with team members to resolve challenges, ensuring smooth functioning of the mess facility.</li><li>Implemented enhancements to meal quality, driving a 15% rise in student satisfaction through feedback analysis.</li></ul>	

JECRC UNIVERSITY JAIPUR	PR Head, Student Council		May'19– jul'22
	<ul style="list-style-type: none"><li>▪ Developed and implemented strategic communication plans that significantly boosted the Council's visibility, positioning it as a key platform for student engagement, collaboration, and representation within the university.</li><li>▪ Proactively represented student voices in administrative discussions by articulating concerns and actionable feedback, facilitating dialogue and ensuring student interests were reflected in decision-making.</li></ul>		
CO-CURRICULAR			
SKILLS	<b>Soft Skills</b> <ul style="list-style-type: none"><li>• Cross-functional Collaboration</li><li>• Strategic Communication</li><li>• Leadership &amp; Team Coordination</li></ul>	<b>Hard Skills</b> <ul style="list-style-type: none"><li>• Market Research</li><li>• Sales &amp; Channel Management</li><li>• Rural Marketing Execution</li></ul>	
AWARDS	<ul style="list-style-type: none"><li>▪ Secured Third Prize in “CaseQuest” competition organized by FABverse club of SIBM Nagpur 2024</li><li>▪ Secured Second Prize in “Driving Sustainability Through Green Products”</li></ul>		
SOCIAL WORK	<ul style="list-style-type: none"><li>▪ Youth mentor – Shree Narayan Manav Seva Samiti, Jaipur</li><li>▪ Provided one-on-one and group tutoring sessions to help children with their schoolwork and improve their academic performance.</li><li>▪ Built strong, trusting relationships with children to provide emotional support and encouragement</li><li>▪ Organized and led educational activities, workshops, and interactive sessions to engage children in learning.</li></ul>		