

Name: Arun Pratap Singh

Area: Marketing

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Educational Qualification

Doctoral Programme in Management, 2024- Present

Indian Institute of Management, Indore

Master of Business Administration in Business Analytics, 2021 – 2023

Indian Institute of Management, Amritsar

Master of Technology: Industrial Tribology and Maintenance Engineering, 2018 – 2020

Indian Institute of Technology, Delhi

Bachelor of Technology: Mechanical Engineering, 2011-2015

JSS Academy of Technical Education, Noida

Experience (if any)

Consultant

Ernst and Young (May 2023 – May 2024)

Internships

JSG Innotech - Business Analyst, Apr'22 – Jun'22

BagsyMalone - Marketing Analytics, Jan'22 – Mar'22

Profile Summary

Background in digital transformation, strategy, and product management, serving diverse clients globally across IT, manufacturing, finance, and retail sectors. Skilled in managing product life cycles, gathering precise business requirements, and leading successful implementations. Currently pursuing a PhD in marketing to deepen my expertise in branding, advertising, technology, and digital business platforms.

Skills

- Tools –MS Excel, MS Word, MS PPT, Visio, Tableau, PowerBI, R, and Python programming
- Business – Data Analysis, Market Research, Stakeholder Mgmt., Strategy and operations, AGILE
- Product – PRD creation, Go-To-Market Strategy, Product Growth Strategy, MVP
- Certifications – AZ 900, Certification course in Data Science and Machine Learning -NIELIT Chennai

