



ADITYA ALEX

CONTACT

- +91 9136253825
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- Chennai, Tamil Nadu

SKILLS

- MS Office Suite
- Competitor Research & Product Promotion
- Marketing & Sales Strategies
- Problem solving
- Communication
- Leadership

LANGUAGES

- English
- Hindi
- Malayalam

COURSES

- Digital marketing- Google career certificates
- Excel

PROFILE



Ambitious and impact driven Business Administration graduate from St. Joseph's College of Commerce with a specialization in Human Resources. I am eager to contribute my strong analytical and problem-solving skills to a forward-thinking organization. My academic foundation and practical experience have equipped me to excel in dynamic environments and deliver impactful contributions. I am adept at leveraging market research and trends to optimize business strategies, elevate brand visibility and achieve organizational objectives.



WORK EXPERIENCE

-SUSTHIRA ECO VENTURES(MOUNTAIN VILLA VAGAMON)

SOCIAL MEDIA CO-HEAD

2023 - PRESENT

- Spearhead digital marketing initiatives for Mountain Villa Vagamon, driving a 20% increase in online bookings.
- Develop compelling content strategies to enhance brand visibility and customer engagement.
- Utilize analytics to optimize marketing campaigns and ensure alignment with business goals.

-DORMAKABA INDIA

SALES AND MAREKTING INTERN

2023

- Conducted market analysis to position the newly launched retail brand Aido XLC effectively in a competitive landscape.
- Presented actionable strategies to improve market penetration and client engagement.
- Collaborated with retail teams to enhance brand perception and establish industry-first initiatives.



EDUCATION

Bachelors of business administration

2021-2024

St. josephs college of commerce| Banaglore

International baccalaureate diploma (IB)

2019-2021

Podar international school | Mumbai

High school diploma (ICSE)

2013-2019

Sahyadri school KFI | Pune