

# SAM VARGHESE

## MBA PROFESSIONAL

To put my sincerity, creativity, hard work, and best efforts into the task given to me in order to improve the performance of the organization for better output.

### SUMMARY

I'm a dynamic MBA professional specializing in Marketing and Finance with proven experience in customer engagement, promotional strategy, and service operations. Skilled in executing marketing initiatives, managing customer relationships, and collaborating with cross-functional teams to achieve brand objectives.

### EXPERIENCE

#### 1. MARKETING EXECUTIVE – FUNTURA, LULU INTERNATIONAL SHOPPING MALLS KOCHI (2024-2025)

- Supported marketing operations, event planning, and promotional campaigns for Funtura across multiple locations.
- Visited schools and institutions to present and promote Funtura's entertainment offerings in a professional and engaging manner.
- Collaborated with internal teams to coordinate campaigns, events, and partnerships to boost brand visibility.
- Assisted in evaluating campaign performance and gathering market insights for continuous improvement.
- Contributed to creating strong community awareness and enhancing overall brand experience.

#### 2. CUSTOMER CARE – FUNTURA ONLINE APP (APRIL -JULY 2025)

- Handled customer complaints and feedback from multiple Lulu Funtura outlets across India.
- Collaborated with cross-functional teams to resolve service issues promptly and effectively.
- Ensured high standards of professionalism and service consistency to strengthen customer loyalty.

### EDUCATION

#### 1. MBA (Marketing and Finance) (2022 - 2024)

Mar Athanasios College for Advanced Studies  
Under Mahatma Gandhi University

#### 2. Bachelors in Commerce (Finance and Taxation) (2019 - 2022)

Government Arts and Science College, Elanthoor  
Under Mahatma Gandhi University

#### 3. Class 12th (2018 - 2019)

Central Board of Secondary Education

### SKILLS

Digital Marketing | SEO | Social Media  
Management | Google Ads | Content  
Marketing | Communication | Leadership |  
Strategic Planning | Customer Relationship  
Management | Time Management |  
Problem Solving

### LANGUAGES

- English  
Professional Working proficiency
- Malayalam  
Native or bilingual proficiency

### PROJECTS

- Project on “Financial performance Analysis of TATA Power Ltd”- MBA
- Research paper on “A Study of Customers Perception Towards Green Banking in India”- MBA
- Research paper on “Digital Financial Inclusion in India”- MBA
- Project on “Online Buying Behavior of the New Normal”- BCom

# CERTIFICATIONS

- Digital Marketing Course (Ongoing) : Digiskillz Academy
- Introduction to Digital Marketing : Great Learning
- Fundamentals of Digital Marketing : Google
- Managerial Accounting Fundamentals : Coursera
- Leadership and Management : Great Learning
- Presentation Skills : TCS ion
- Neuromarketing Masterclass : Udemy

# VOLUNTEERING EXPERIENCE :

- Project **VENDA**

Social service conducted by UNITED NATIONS ON DRUGS AND CRIME (UNODC) to ensure children growing in drug-free environment. Participated on the forum during MBA time period.

# REFERENCE

1. **Dr. Sudeep B. Chandramana**  
(HOD of MBA, MACFAST, Kerala)  
Phone no : 9947736069
2. **Jack P James**  
(Marketing Manager of Funtura,LULU)  
Phone no : 7306336066