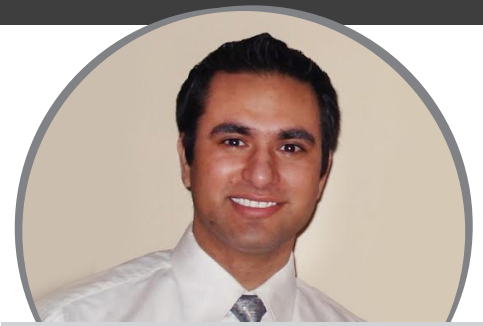




# SAMEER JOSHI

MBA ★ BIZ DEVELOPMENT ★ MEDIA RELATIONS



## PROFESSIONAL EXPERIENCE

2010 - PRESENT: **LEXICON TECHNOLOGIES LIMITED**, MUMBAI  
Sr. Business Development Associate

Lexicon Technologies Ltd. specialises in commercial print designs for universities and educational institutes.

### Overview:

- » Increased average monthly enquiries by more than 400%
- » Reduced sponsorship & advertorial expenses by 19%
- » Increased brand awareness by using targeted regional strategies based on demographics
- » Arranged for an exclusive B2B ad opportunity with the Unilever Group

2008 - 2010: **PRYME LABS PVT. LTD.**, ZIRAKPUR (CHANDIGARH)  
Business Development Associate

Pryme Labs Pvt. Ltd. is the leading provider of lab equipments to local clinics in the North India zone.

### Overview:

- » Brought two regional-level clients
- » Increased brand awareness by using targeted regional strategies based on demographics

2008: **BONN GROUP OF INDUSTRIES**, LUDHIANA  
6 Months Training

## EDUCATION QUALIFICATION

2008: **MASTERS IN BUSINESS ADMINISTRATION (MARKETING)**  
Chitkara Business School, Punjab

2006: **BACHELOR OF COMMERCE, HONS**  
S.D. College, Chandigarh — Panjab University

2005: **+2 (C.B.S.E.)**  
D.A.V. College, Chandigarh

## GENERAL INFORMATION

**D.O.B.:** 01 October, 1985

**D/O:** Saurav S. Joshi

### ADDRESS:

H. No. 136, Sector 16  
Chandigarh - 160016

**MOB:** 0 9988 - 111 - 222

**EMAIL:** s.joshi@yahoo.co.in

## SKILLS & TRAITS

### INDUSTRY KNOWLEDGE

- » Business case development
- » Market research and intelligence
- » Well versed with Advertising and Public Relation tactics

### PERSONAL TRAITS

- » Excellent communication skills
- » Strong analytical & persuasive skills
- » Strong counselling ability

### INTERESTS

- » Rock climbing
- » Selling, Selling, Selling!