



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

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Chandigarh - 160016

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SKILLS & TRAITS

INDUSTRY KNOWLEDGE

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

PERSONAL TRAITS

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

INTERESTS

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