

## SAHITYA SHANKAR

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### PROFESSIONAL EXPERIENCE

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#### Experience Summary

Currently pursuing my undergraduate degree of BBA (Honors) from Christ University, Bengaluru (3<sup>rd</sup> year). I have intermediate level skills in Ms. Words, Ms. Excel and Ms. Powerpoint. I have successfully completed a beginner level Digital Marketing course provided by the University. I have immense interest in the marketing field and pursuing the same as my Honors' Specialisation. I have also pursued my internship in Ambuja Cements Ltd. where I was involved in a market survey.

I have participated in various sports activities in school life and hold medals in Shotput and Tug of wars events. I have participated in various street theatres and stage prosceniums in college. As per the University guidelines, i have successfully completed projects like Social Responsibility Project, Industrial Review Project, Entrepreneurship Development Project and also conducted a research on the topic: Effect of Packaging Aesthetics on Consumer's Purchase Intentions.

### ACADEMICS

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Year	Examination	College	Affiliation	%/CGPA
2015-2018	B.B.A. (Hons.) {Pursuing}	Christ University, Bengaluru	Deemed University	GPA(3 <sup>rd</sup> semester): 3.37
2015	12 <sup>th</sup> Grade	Birla High School, Kolkata	CBSE	93.50%
	10 <sup>th</sup> Grade			CGPA:

2013		Birla High School, Kolkata	CBSE	9.20 / 10
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## INTERNSHIPS:

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- **Ambuja Cements Limited:**
  - Involved primarily in a market survey on Dealers and Small Project Builders.
  - Indulged in Field work.
  - Interview Dealers and Small Project Builders through Personal Interview and Telephonic Interview respectively.
  - Was also involved in site inspection activities and attended a Workshop organised by the company itself.

## PROJECTS:

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- **Industrial Review Project:**
  - Researched about the textile industry in India.
  - Conducted a special research on Aditya Birla (Grasim).
- **Entrepreneurship Development Project:**
  - Worked up on a detailed business plan 'Ignite-52' which was about a gym and fitness center startup.
- **Research Project:**
  - Worked up on a comprehensive research on 'Effect of Packaging Aesthetics on Consumer's Purchase Intentions.'

## SOCIAL RESPONSIBILITIES

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**BOSCO** (Bengaluru Oniyavara Seva Coota. Duration: 25 hours)

- Indulged in the field work at the Majestic Railway Station scouting for helpless children who maybe homeless, victim of trafficking and so on.
- Successfully came to the rescue of a girl trafficker and various homeless children.
- Interacted with the rescued children and together had a fun activity interactive session with them.

**CSA** (Center For Social Action- Christ University, Bengaluru. Duration: 1 year and continuing)

- An esteemed and well known wing of the Univesity dedicated towards social responsibility.
- A part of the street theatre team and performed in various rural, suburban and outskirt places to spread awareness. Topics addressed were: Alcohol and Drug Abuse, Sexual Abuse, Child abuse, Cleanliness and hygiene and so on.
- Collaborated with various NGOs to keep a track of the effect our play had and follow up on specific cases.

## **PERSONAL INFORMATION**

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Date of birth – 28/12/1997 | Gender – Male | Languages – English, Hindi.

## **GENERAL ATTAINMENTS & INTERESTS**

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Marketing Strategy | Digital and Social Media Marketing | Business Development | Brand Communication | Advertising |

## **MISCELLANEOUS:**

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- Merit certificate holder in Economics. CBSE Board Exam- 99% (2015)
- Done a Digital Marketing Certificate Course at Christ University, Bengaluru. Duration:

1 month. Basic theoretical knowledge of SEOs, affiliate marketing, video editing, social media marketing.

- Intermediate level knowledge of Ms. Word, Ms. Powerpoint and Ms. Excel.
- Participated in the management fest 'THRIVES' in the Entrepreneurship Development event. Finished in the Top 15 among the 55 participants.
- Participated in various stage prosceniums and street theatre events in Zealous Productions (a well known production team of Christ University) and CSA (Center for Social Action wing).
- Positions of Responsibility: Volunteered in various committees and groups such as the Discipline Committee and Center for Social Action.
- Participated in 2 fashion shows: School and Interschool level (The Heritage school- Youthopia Fest 2014). 1st runner up in Shotput in class 11 and 12. Tug of war winners class 12.