

Mr. Kumaresh Pal

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PROFESSIONAL SUMMARY

Result-oriented, process excellence marketing professional looking to be an asset in a reputed organization, to utilize my analytical and management skills, and passion for learning towards organizational profit maximization. Passionate about market research and analysis with excellent experience of research article.

WORK EXPERIENCE

- **Plaza Premium Group – Guest Relation Executive** (8 Months | New Delhi Airport | T3)
 - ✓ Responsible for- Public Relation, People Management, VIP | Celebrity Handling, Corporate Communication, Shift Based Audit.
- **Radisson blu Bangalore – Trainee Associate** (5 Months)
 - ✓ Responsible for- Front Office, Public Relation, Corporate Communication, Night Audit.

INTERNSHIP

- **The Times of India (Times Group) – Marketing Intern** (1.5 Month) Present
 - ✓ Responsible for- Customer feedback analysis, Business Development
- **Story Mirror- Market Research Intern** (1.5 Month) Present
 - ✓ Responsible for- Market research and analysis, Outreach partner analysis, Brand analysis.
- **IFORTIS Corporate - Sales & Marketing Intern** (2 Month)
 - ✓ Responsible for- Marketing strategy implementation, Market awareness.
- **Apivah- Digital marketing, Content writing, Social media marketing Intern** (1 Month)
 - ✓ Responsible for- Content Writing, Social media marketing
- **CSA Advisor- Human Resource Intern** (1 Month)
 - ✓ Responsible for- Recruitment & On boarding

ACADEMIC QUALIFICATION

COURSE	YEAR	BOARD/UNIVERSITY	GRADE
MBA (Marketing & Human Resource)	2022	Chandigarh University	A (Pursuing)
BSC (Hospitality Management)	2020	Chandigarh University	A
Higher Secondary (12 TH)	2017	West Bengal Board	A
Secondary(10 TH)	2014	West Bengal Board	A

RESEARCH PAPERS PUBLICATION

1. Automation in B2C Marketing- A Systematic Review and Process Enhancement

http://ijaem.net/issue_dcp/Automation%20in%20B2C%20Marketing%20A%20Systematic%20Review%20and%20Process%20Enhancement.pdf

2. Empirical analysis of market growth and consumer behaviour of Indian passenger car sector, post covid-19 response

http://www.ijaem.net/counter.php?id=3339&file=http://ijaem.net/issue_dcp/Empirical%20analysis%20of%20market%20growth%20and%20consumer%20behaviour%20of%20Indian%20passenger%20car%20sector,%20post%20covid%2019%20response.pdf

3. A review of employee engagement and strategies implementation in virtual work environment

<https://ijsrset.com/PDF.php?pid=7302&v=8&i=4&y=2021&m=July-August>

4. Predictive business model of e-pharmacy in India, post covid-19 pandemic

http://ijariie.com/AdminUploadPdf/Predictive_business_model_of_e_pharmacy_in_India_post_covid_19_pandemic_ijariie15288.pdf

CERTIFICATIONS

- **Diploma in Marketing Analytics-** Alison Online Learning.
- **Marketing Research Process-** Alison Online Learning.
- **Marketing Communications-** IBMI, Germany.
- **Podcasts Marketing-** IIDE, Mumbai.
- **Email Marketing-** IIDE, Mumbai.
- **Strategic Management-** IBMI, Germany.
- **Project Management-** Saylor Academy.
- **Corporate Communications-** Saylor Academy.
- **Supply Chain Management-** Saylor Academy.
- **Making Academia-Industry Collaborations** – Researcher Academy.
- **Excel Training-** National Skill Development Corporation.
- **Research Data Management Plan-** Researcher academy.
- **Digital Marketing** – Association with IBM.

PROFESSIONAL COMPETENCIES

- | | |
|-----------------------------------|----------------------------|
| 1. Market Research & Analysis | 6. Business Consulting |
| 2. Functional Strategy Management | 7. Marketing Communication |
| 3. Product Management | 8. Critical Thinking |
| 4. Crisis Management | 9. Corporate Awareness |
| 5. Public Relation | 10. Strategic Thinking |

HOBBIES

- Research & Analytical work.
- Martial Art & Self-defence techniques.
- Workout.

EXTRACURRICULAR ACTIVITIES

- Actively participated various events held in university.
- All India Inter University kickboxing championship 2018.
- All India Inter University Wushu championship 2018.

PERSONAL INFORMATION

Date of Birth: 10 August 1998.

Mother's Name- Mrs. Sonali Pal

Gender: Male.

Father's Name- Mr. K. Pal

Nationality: Indian.

Religion- Hinduism

Marital Status: Single.

Adhar no- 789435778243

Language known: English; Hindi; Bengali; Punjabi.

DECLARATION

I hereby, declare that the information furnished above is true to the best of my knowledge.



Signature

Date