**Sonam Parnami**

**Contact: +919811827327, +919050407030 (Karnal) Date of Birth: 1st Feb, 1990**

**Email: sonam.timekarnal@gmail.com Domicile: Indian**

**Address : 171/13 Extn., Urban Estate, Marital Status: Single**

**Karnal-132001**

**CAREER OBJECTIVES**

To build a career in an organization where I have an opportunity to learn and grow, where I can utilize my skills and knowledge while working with dedication and sincerity to attain organizational and personal goals.

**ACADEMIC BACKGROUND**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Qualification** | **Institution /Univ. /Board** | **Subjects** | **%** |
| 2011-14 | MBA | IGNOU | Marketing | 62% |
| 2011-13 | PGP | IILM Institute of Higher Education, Lodhi Road, New Delhi | Market Research, Customer,  Employee, Negotiation, Careers,  Internet Marketing, Design  Management, Consumer  Behaviour, Training &  Development, HR Planning,  Leadership Challenges  (Marketing+Hr) | 60% |
| 2008-11 | B.Com | Kurukshetra University,  Dyal Singh College, Karnal | Marketing, Business Management, Accounting, Economics, Business Communication, Advertising | 60% |
| 2007-08 | Senior Secondary | CBSE,  St. Theresa’s Sr. Sec. School, Karnal | Commerce With Mathematics | 78% |
| 2005-06 | Higher Secondary | CBSE,  St. Theresa’s Sr. Sec. School, Karnal | English, Hindi, Mathematics,  Science, Social Studies | 67% |

**COMPUTER INTELLECT**

Basics- MS Office (Word, Excel, PowerPoint), Open Office and Networking

**Work Experience**

Currently working at Exide Care (own family business), set-up from past 50 years in Karnal dealing in retail and wholesale.

**Past Work Experience Duration: 6 Months**

Worked as a Centre Manager at Triumphant Institute of Management Education Pvt. Ltd. (T.I.M.E.)- The National Leader in Entrance Exam Training, key roles in conducting educational seminars, career counselling, coordinating the marketing activities and assisting in Event Management at T.I.M.E.

**SUMMER INTERNSHIP Duration: 3 Months**

Summer Internship in Marketing Research Company, **Ac. Nielsen**

* Worked on various projects for companies like Toyota, Honda, Hyundai, Nokia and Blackberry
* Attended **CAR CLINIC Research** conducted by Nielsen (for Honda), with Japanese Clients and observed Cross-Cultural Work Ethics
* Conducted market research (May 2012-June 2012) on consumer buying behaviour on purchase of cars, (our client being Toyota)
* Conducted **Mystery Auditing** for Blackberry
* Was a part of **Neuro-Focus Research** conducted by Nielsen for Nokia
* Witnessed and observed **focus group** **discussions** conducted by researchers

**KEY ACADEMIC PROJECT**

* Study of Experience Drivers of Design for ITC e-Choupal: How ITC has conceptualized the design for online agricultural help for farmers

**STRENGTHS**

* **Creative** and **Passionate** about work
* **Optimistic**: Ability to handle situations positively
* **Responsible** and **Head strong**
* **Extrovert**
* **Effective Communication** Skills

**ACHIEVEMENTS AND REWARDS**

* Awarded **Certificate of Merit** for securing **top position** in subject ‘**Design Management**’ as part of Post Graduate Programme in management
* Awarded Certificate for **Core Member** in Organizing Team of **National** **Vivekananda Memorial Debate** organized at IILM
* **Best Orator** Award in declamation contest during graduation
* Awarded as- ‘**Commended**’ (2nd position) in Youth Fest for Choreography in graduation
* Successfully campaigned awareness against female foeticide program in Karnal as an **NGO** in 2009
* Awarded **1st position in essay writing** and **poster making** on National Voters Day in 2011

**POSITIONS OF RESPONSIBILITY**

* Core Member of VMD Team at IILM
* Leader of Event Organizing Team during graduation
* Secretary Member of college magazine ‘Harmony’
* Discipline Official at school for two years

**INTERESTS**

* Painting, Dancing, Music, Social Networking, Photography and Theater

**ADDITIONAL INFORMATION**

* Attended TedX Talks organized at IILM on 28th November, 2014, with seven speakers being great achievers at National Level, sharing inspiring visions
* Participated in NDTV Big Fight Discussion held at NDTV complex at GK-II, telecasted on 6th of October 2012 hosted by Mr. Vikram Chandra, the topic being “Choosing the best career options for passionate job seekers.”
* Certificate course in Personality Development from Mr. Mihir Banerjee’s Academy
* Was part of an NGO- SAARTHI campaigning against female foeticide

**LANGUAGE SKILLS**

* English & Hindi

*\*References shall be provided upon request.*

***I hereby solemnly declare that the above given details are true and complete to the best of my knowledge and belief.***

**Sonam Parnami**