**SHIFU GOYAL**



145/B, Friends Colony, Moga (Pb)

Pin code :- 142001

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Tel: +91-98154-75220

**Specialization:**

**Major:** Marketing

**Minor:** International Business

#### **Career Objective :** Seeking a challenging position that will utilize my education, time and professional skills in an optimum manner, and be a part of strong professional team committed to excellence.

**Qualification:**

**Post Graduate Programme (Dual)** Indira School of Career Autonomous 2008-10 58%

**(Marketing)** Development, Pune (Regular)

**MBA**  Indira School of Career Sikkim Manipal 2008-09 59% (**Marketing)** Development, Pune (Distance) University

**B. A.**  Punjab UniversityPunjab University 2005-07 57%

**SSC** S.D. Model Sr. Sc. Punjab School 2002-03 62%

School Education Board

**HSC** S.D. Model Sr. Sc. Punjab School 2000-01 58%

School Education Board

**Project Details:**

**Company: Vardhman Textiles ltd. Ludhiana (Pb.)**

**Project Title: Consumer Buying Behaviour of Vardhman in Hand Knitting Yarn**

**Details:**

* + - **Assessed** the current hand knitting yarn scenario by carrying out an in-depth study over a period of two months.
    - **Canvassed** the customer preferences (buying behaviour) in Hand knitting yarn.
    - **Examined and evaluated** various issues of Potential Customers through market survey and suggested recommendations for the same.
    - **Presented** suggestions to improve the current situation.

**Duration:** Two months (21st Nov., 2008 to 14th Jan., 2009)

**Achievements:**

* **Get good response from the H.R. of the company.**
* **Learn new things of the production industry during the project.**

**Computer Skills:**

Successfully completed the course **COMPUTER FUNDAMENTALS & OFFICE APPLICATIONS** and placed in **Grade A in Excel, Power Point and MS word.**

**Additional Qualification**:

* Successfully completed a 250-hour comprehensive **performance-based Leadership Development**
* **Programme** by **Stratecent Consulting**, and have acquired the following skill:
* Negotiation Skills
* Problem Solving
* Spin Selling

**Work Experience:**

* Worked with **Birla Sun Life Insurance Co. Ltd. (MNC)** for the **14** Months as a **AGENCY** **MANAGER** at **Moga (pb.). from 8th March, 2010 to 9th May, 2011.**

**Achievements during Job:**

* Achieved the award of **SUPER STAR OF THE ZONE** contest held in Nov, 2010.
* Achieved the award of **FANTASTIC FIFTY** for my first fifty policies.
* Did five recruitments in a single day and won the contest **RECURITEMENT KA CHAMPION.**

Worked with **ICICI Prudential** as a **Development Manager** for **5 months** at **Moga. From 9th Feb., 2012 to 26 june,2012.**

Worked with **Welkin India Inc**. as a **Assistance Manager** at **Moga from 1st July,2012 to 16th Sep., 2013.**

Presentally working with **YES BANK LTD.** as a **Customer Relationship Partner (CRP)** at **Moga from 18th Sep., 2013 to till date.**

**Extra Curricular Activities**

Participated in Cricket and Badminton tournament at school and college level.

**Personal Details:**

**Date of Birth:** 05 May, 1986

**Marital Status**: Married

**Strengths:**

* An Individual who is Enthusiastic, Hardworking and sincere to work.
* A Result oriented individual with positive attitude to manage stress, time, and people effectively.

**Languages**: English, Hindi and Punjabi

Date: Signature: