

Aditya Kumar

# CAREER OBJECTIVES:

# To excel in my drive to be a thorough professional, to learn in my endeavors and apply my education for the mutual benefit of the organization and myself.

**EDUCATIONAL QUALIFICATION:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Institution/University** | **Year** | **Degree** | **Subjects/ Specialization** | **%/ CGPA** |
| Amity Business School,  Noida. | 2010-12 | MBA | Marketing & Sales | 6.00 |
| Institute of Management Studies, Dehradun. | 2006-09 | B.B.A | Marketing | 57.73% |
| Scholar’s Home,  Dehradun. | 2006 | S.S.C. | Science | 62% |
| Scholar’s Home,  Dehradun. | 2003 | H.S.C. | Eng., Hindi, Science, Maths, Economics, History civics, Geography | 63% |

**OTHER QUALIFICATIONS:**

NISM Series V-A certification qualified with 75% score

**SUMMER INTERNSHIP:**

**Company Name**: I.T.C ltd.

**Project Title**: Study Of Consumer Behaviour in Liquid Hand Wash Industry and Market Potential for ITC’s New Liquid Hand Wash In Dehradun**.**

**Duration**: 2 Months

# Key Learning’s:

# Opportunity to interact with the customers and first-hand experience as a marketer in real market.

# Understanding the factors responsible for the success of key players in the industry.

# Strategies adopted by the various players to survive and be successful in the industry.

**OTHER PROJECTS:-**

* Studied about the role that organisational culture and team work can play in the costing and productivity of manufacturing firms.
* Participation in **NAAC accreditation** of AMITY BUSINESS SCHOOL.

**SKILL SETS:**

**Soft skills**

* Enthusiastic and fast learner
* Confident and Team Player
* Leadership Skills
* Creative
* Good communication skills
* Good analysis power & problem solving ability.

**Technical skills**

* Computer skills include a thorough knowledge of working of Microsoft Office (Word, Excel, Outlook and Power-Point ).
* S.P.S.S. and Mini Tab.

**WORK EXPERIENCE:** Fresher

**EXTRA & CO-CURRICULAR ACTIVITIES:**

* Participated in arrangement of sponsorships for Annual Management Festival of Amity Business School (Trends 2011).
* Worked as a Coordinator for TRENDS.
* Attended Military Training Camp at Manesar.
* Participated in several sports and cultural programs in school, graduation level and post-graduation level.

**INTERESTS:**

Playing Football, yoga, singing, drawing sketches, Listening Music, history, an animal-lover (an active member of **P.F.A**).

# PERSONAL DETAILS:

**Date of Birth** : 13 Mar. 1988

**Father’s Name** : Shri S. S Sharma

**Languages Known** : English, Hindi, Basics in Spanish.

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