**NAINA DHINGRA**

**Email:** [**nainadhingra8@gmail.com**](mailto:nainadhingra8@gmail.com)

**Phone no: 07837888075**

**Objective**

Seeking a career in Marketing & Brand Building in a competitive environment where I get to add to my knowledge in the field of finance and marketing and contribute to the company’s growth and development.

**Work Experience**

**Black Apparels India, Chandigarh** June 2014

*The organization’s activities seek to provide quality fashionable clothing for Men’s, Ladies and Kids.*

**Manager – Marketing and Operations**

* ***Responsible for client deliveries against orders and also responsible for various sales & marketing initiatives at Black Apparel***
* Executing client’s order with the merchandising team,
* Initiated online selling and marketing activities,
* Managing print media campaigns,
* Managing branding activities,
* Analyzing and executing Stock Movement, replenishment reports, Sales Target reports,
* Preparing reports of consecutive 5 years sales report and analyzing the data,
* Member of season planning team,
* Co-coordinating with sales team and handling grievances and requirements,
* Communicating with the vendor’s, exporters, of raw material and finished goods and looking after their accounts,
* Communicating with the different teams and Recruitment agencies for vacancies

**Aranca, Mumbai** June, 2013 – June, 2014

*Aranca is a provider of customized research in the field of Investment Research, Business Research, Valuation, and Intellectual Property Research.*

**Associate Analyst**

* As part of the Business Research team for the Corporate and Professional service clients, worked on the following projects:
* Research Analyst for a leading magazine firm
* Analysis of global overview of various potential client Industries, Understanding Industry Dynamics, evaluating Industry landscape
* Analyzing demand, growth, and scope of varied Industries
* Company analysis reports including SWOT, company’s strategic priorities, marketing initiatives, branding activities, financial analysis
* To assess the customer’s marketing performance in client’s magazine compared with competitor’s magazine

Integral Team Member on following projects:

* Market overview of solar energy, pharmaceutical sector, education sector in the Gulf region
* Market overview, market segmentation, market share, scope of Power energy, Technology, online websites of US,
* In-depth interview of Doctor’s to understand the procedure, technology, and available treatment of Kidney transplant for a Machine manufacturer,
* Conducted market research with In-depth interview of US, German, French companies to understand the IT Sector, solutions provided, top companies, future demand, customer satisfaction and expectation
* Market research project on rural cosmetic market, competitors, pricing, potential of Indian rural market

**Research Projects Undertaken through PGDM Program**

**Project Title: Driving Factors of A3 Segment**

***Organization:* Maruti Suzuki India Limited**

**Duration – 60 days;** 5thJune – 30th July

**Objective: As part of the Branding team of SX4, conducted an in-depth survey and study on the product**

* Intelligence study of A3 segment,
* Conducted face to face interviews with customers,
* Competitor mapping,
* Driving factors for segment,
* Factors influencing purchasing decision,
* SWOT analysis,
* Map the opportunities in the profiled company with the services offered

**Project Title: Lost Case Analysis of Swift Dzire**

***Organization:* Maruti Suzuki India Limited**

**Duration – 60 days;** 5thJune – 30th July

**Objective: As part of the Branding team of Swift Dzire, conducted a study on the product to analyze**

* Market Demand of the product,
* Telephonic Interviews with prospect customers,
* Face to face interviews with customers,
* Analyzing Quality of the product compared to competitor products available in the market,
* Determining influencing factors for buying / not buying the product,
* Scope of improvement

**Educational Qualifications**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year of Passing** | **Course/Stream/Subjects** | **University/Board/School** | **Percentage/CGPA** |
| 2013 | MBA | Balaji Institute of Modern Management | 73 |
| 2011 | BCOM | DAV College Chandigarh  Punjab University | 60 |
| 2008 | SSLC(10+2) Commerce | Hansraj Public School (CBSE) | 70.10 |
| 2006 | SSLC(10) | Satluj Public School(CBSE) | 63.50 |

**Skill Sets**

* Corporate Relations Coordinator for Balaji Institute of Modern Management
* Experienced in working with multinational teams in client facing responsibilities; excellent communications
* Practiced Office Package: MS Word, MS Excel, MS PowerPoint
* Skillfully navigate internet as a research tool
* Using database: Factiva, OneSource, Zawya, Thomson Research

**Co-Curricular Activities**

* Part of National H.R Meet, NHRD, Bangalore, Chapter’ 2011
* A core member of placement team i.e. Placement Coordinator in Corporate Relations Team of BIMM, Pune
* Participated In Various Cultural Events at BIMM And at DAV College
* Received many certificates for painting competition

**Personal Dossier:**

Date of Birth : 8th August, 1990

Father’s Name : Mr. Satish Dhingra

Languages : Hindi, English, Punjabi

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**Hobbies & Interests:**

* Exploring new places, Interacting with new people,
* Knowing different cultures,
* Cooking

(Naina Dhingra)

Date: 21-10-2014