

**SHASHANK SHARMA**

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| **CAREER OBJECTIVE** |

To be a part of an organization, which provides a nurturing environment, helping me to realize my full potential for further enhancement in my professional skills and utilize my skills and ability to work for the growth of an organization.

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| **ORGANISATIONAL EXPERIENCE** |

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| **Business Development Manager Next Education India Pvt. Ltd. 15th May, 15 - 19th June, 15** | |
| **Responsibilities** | * Generating revenues for the organisation through the sales of our product **“Teach Next”** and cross sell other products being offered by the company. * Liaising with schools to make presentations, demos, brand promotion, product launch activities, organising feedback sessions for product development, product training, etc. * Devising and effectuating policies to maximise customer satisfaction by offering them quality service and build strong relationship. |

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| **ACADEMIC QUALIFICATIONS** |

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| **Degree / Board** | **Year** | **Institute** | **%age / CGPA** |
| MBA (Marketing) / Chitkara University | 2013-15 | Chitkara Business School | 8.10 CGPA |
| B.Tech (ECE) / Kurukshetra University | 2008-12 | S.D.D.I.E.T, Barwala, Panchkula. | 64.23% |
| 12th / C.B.S.E | 2008 | Kendriya Vidyalaya No.2, Chandimandir Cantt. | 60% |
| 10th / C.B.S.E | 2006 | Kendriya Vidyalaya No.2, Chandimandir Cantt. | 70% |

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| **INTERNSHIP** |

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| **Management Trainee Mahindra & Mahindra Ltd. Feb, 14 – May, 14** |

* Training Mentor: - Mr. Mahendra Pratap, DGM Regional Sales, Chandigarh.
* Prepared a **research report** on **Customer Brand Preference of Purchasing SUV’s/MUV’s in Tri-City**.
* It has provided useful information to company to develop a better marketing strategy to boost up their sales.
* Studied the customer buying behaviour of the vehicle on various parameters.
* This project made an attempt to get information about the scope of improvement in their vehicles by taking customer feedback.

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| **PROJECTS** |

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| **Capstone Project** | * A research report on **“Online learning as a new medium: An alternative of distance education”.** * Discussed all those factors and challenges which are faced by online education system for their growth and development in India. |
| **Winter School** | * Attended 15 days programme with Financial Technologies, Mumbai in financial markets and getting an A+ Grade Certification. |
| **Channel Distribution**  **&**  **Inventory Management** | * Levels of hierarchy of pharmaceutical companies **“Zydus Cadilla and Martin &Brown”.** * Financial statement analysis. * Ratio Analysis. * Distribution channel followed. |
| **Sales & Marketing** | * Chitkara Mandi in which we sold the products of various NGO’s and it help us to learn how to work in a team and what are the different marketing techniques to sell the products. |
| **Based on Microcontroller 8051** | * Digital Sound Level Meter and Fastest Finger First. |

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| **PUBLICATION** |

* Written a research paper on **“Understanding Online Shopping Behaviour of Indian** **Shoppers”**.
* Presented it in the international conference held at Bangkok, (Thailand). Published in International Journal of Management and Business Studies. (**IJMBS Vol. 4, Issue 3, Spl- 1 July - Sept 2014)**.

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| **EXTRA CURRICULLAR ACTIVITIES** |

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| **Sports**  **&**  **Adventure Activities** | * Won bronze medal in Basketball competition at KVS Regional Sports Meet. * Attended two times 10 days trekking trip and had great experience of river rafting, rock climbing, rappelling, river crossing etc. |
| **Public Speaking** | * Participated in various debates and quiz competitions. |
| **Modelling Event** | * Participated in 20 days project on “Launch of fbb studios & fbb fashion at Big Bazaar collection 2013”. |

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**Date: 21-06-2015**