

Sajal Raut



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Saptary

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Nepal

Now Premier steel as BRAND HEAD

Education

MBA

Zenith International College

- Studied MBA in Zenith College in Purbanchal university
- Specialization in Human resource and obtain best presentation and seminar awards.
- My major subjects are Accounts, Organizational Behavior, Law, Communication, Marketing for manager, Economics, conflict management, business research, OM, legal environment of business

BBA

2013-2017

KATHMANDU MODEL COLLEGE

- Graduate as Bachelor in Business Administration in TU affiliated college.
- **Specialization in Marketing and Topper of college with best result.**
- Topper of marketing in college, overall top 10 rank in Nepal.
- Internship at Jagdamba steel.

+2

2011-2013

GYAN NIKETAN COLLEGE

- Studied commerce and my major subjects were Business Math, Accounts, Business studies, Economics, English.
- Obtained first division on average.

SLC

April 2011

DURGA SECONDARY SCHOOL

- Completed my school with first division obtaining 74%.
- My major subject were Compulsory Math, Science, Optional Math, Health and physical environment studies, Social studies, Nepali and English.

Event Exposure LEARNING FOR SPEAKING

Motivational Speech

- Personally carried out speech session for 150 students from intermediate level of Gyan Niketan College.
- Organized and coordinated a team of five and trained them for speech program
- **Carried out 70 plus program successfully with tremendous feedback.**

LEADERSHIP CORNER

Impact Talk

- Participated as active volunteer for program carried out by leadership corner on April 1-April 30.
- Learned how to work in a group and developed team building skill.
- Learned to organize program as such.

Honors

BEST CLASS CAPTAIN

- Honored as Best Class captain for coordinating and smoothly running the class activities without compromising the college discipline.
- Won the captainship among 10 participants.

DRAMA

- Participated in the drama as “servant” considered being the most important role.
- Enhanced speaking as well as acting quality and overcame the fear of facing the audiences.

Training

Computer training for 6 months (basic and tally)

Experience

SALES AND MARKETING MANAGER IN SAS RESTRO (016-017)

- Working in restaurant for 1 year
- Holding the position of Sales and Marketing in the chain restaurant.
- Representing the **3 branches** for a year and **promoted to GM.**
- Obtaining the knowledge to prepare and arrange the Menu and Price list.
- **Increases the overall sales of restaurant and maintain name of restaurant in Top 10 restaurant in Kathmandu valley**

Marketing Manager in Annapurna Cable- RATHI GROUP (2017 to 2019 June)

- **Worked as a Marketing Manager in an Annapurna cable for 2 years.**
- Handling market sales and basically focused in R&D.
- **Handling all the promotional activities of Annapurna Cable/ Rathi cable.**
- Visited places during work - Mechi to Dang.
- Increases sales and branding level of Annapurna cable in wire industry.
- Personally carried out **more than 50 programs in a year.**
- **Achieved employee of the year award**
- **Looking all digital platform for promoting organization.**

Brand Head in PREMIER STEEL (2019 to)

- **Handling overall branding strategies in premier steel.**
- Carried out **15+ programs and 9+ exhibitions** in premier steel.
- Personally handling dealer's requirements for branding work.
- I am fully giving my time to introduce gift item for both Dealer and Mason.
- **Prepares planning and its corresponding budget.**
- Compete **Knowledge in making TVC ad, brochures(design works)** and campaigns.
- **Personally looking after all digital ad and social media management.**
- Handling all Press media, BTL & ATL work along with media and creates sustainable Marketing plan.

Interest

Travelling and Exploring

- Interested in watching TV program channel like Zoom, MTV.
- Interested to see different places and travelled places like Pokhara, Biratnagar, Hetauda, Birgunj, Janakpur, illam, Kathmandu, Butwal, Dang, and Bhairwaha.

References

Umesh Baral (old GM Sales and marketing)

RAJENDRA GUPTA (GM sales and marketing)

Extra References available upon request