

# Himanshu Mathur

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**PGDM Specialization:** Marketing & IB

## CAREER OBJECTIVE

To work in a creative and challenging environment with hard work. To make a sound position in corporate world and work enthusiastically in team to achieve goal of the organization with devotion and hard work.

## PROFESSIONAL QUALIFICATION

YEAR	DEGREE	PERCENTAGE	INSTITUTE	UNIVERSITY
2016-18	PGDM (Marketing & IB)	55%	JIMS Rohini	AICTE
2012-15	BCA	61%	ITS ghaziabad	C.C.S University
2012	12 <sup>th</sup>	58%	Saraswati vidya mandir, Ghaziabad	CBSE
2010	10 <sup>th</sup>	45%	Saraswati vidya mandir, Ghaziabad	CBSE

## INTERNSHIP SYNOPSIS

Organization	Duration	Project
THE FUTURE CONSUMER	1st MAY 2017 TO 30th JUNE 2017	BRAND AWARENESS OF KARA NAIL POLISH REMOVAL

## WORK EXPERIENCE

**IBM India Pvt. Ltd** | November, 2018 – January 2020

**GFK Mode Pvt Ltd.**| January 2020- Till now

### Market research

#### Process Summary

- Product and feature coding of data across a variety of sectors.
- New article creation and item matching for a defined list of product groups as well as supporting other product groups as well.
- Translating SKUs, Quality checking and releasing International coded items, Query Management, PCO management and general changes to existing items.
- Reporting and executing different additional tasks, supporting coding process.

## LIVE PROJECT

1. 6 DMB (6 Din Maha Bachat) promotion at **Future Value Retail Ltd.**(Food Bazar, Rohini ,delhi)
2. **Organization Name:** Gujarat Co-operative Milk Marketing Federation Ltd. (Amul),Delhi
  - **Duration of Internship:** 1 Month
  - **Title:** Retailer Satisfaction of Amul Ice-Cream In North Delhi
  - **Responsibilities:** Visibility/Branding, Sales Management, Convincing retailer.

## KEY ATTRIBUTES

- Base SAS
- Advance SAS
- SQL
- MS Excel

## INTERESTS & HOBBIES

- Cooking
- Playing Badminton
- Dance
- Bike ride

## PERSONAL DETAILS

**Date of Birth** : 30/06/1995  
**Gender** : Male  
**Languages Known** : English, and Hindi  
**Father Name** : B.K. MATHUR  
**Permanent Address** : 46, Shakti vihar, Pitampura

## DECLARATION

I hereby declare that the information provided above is true and the best of my knowledge.

Date:

Place:

(Himanshu Mathur)