Ravi Choudhary

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| **Address:** | **Building No. 54/A Boyarnyunt Street, Dagon Township, Yangon, Myanmar** | |

Career Objective



*Seeking a carrier in Marketing and International Business (Import/Export) field with an Organization offering a responsible, challenging and creative work profile, conducive work culture & a continuous learning environment; where my knowledge and management skills can be utilized and honored.*

Strengths



*Dedication towards work, Work effectively in team or individually, Punctuality and time management, Desire to learn new things, Communication skills.*

Education



Master in Business Administration August 2013 — June 2015

*Lovely Professional University, India*

*Lovely Professional University awarded with Accreditation Council for Business Schools and Programs from where i have done my Master in Business Administration (General) having Marketing and International Business specialization.*

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| Bachelor of Commerce | August 2009 | — March 2012 |
| *Jiwaji University, India* |  |  |
| Higher Secondary Education | February 2008 | — March 2009 |
| *Army School, India* |  |  |
| Higher Education | February 2007 | — March 2008 |
| *Army School, India* |  |  |

Work experience



Sheela Foam Pvt., Ltd. 15 August 2015— 24 December 2015

*Brand Executive*

*After completing my Master in business Administration i got placed in Sleep-well mattress (Parent company Sheela Foam Pvt., Ltd India) as a Brand Executive where my key responsibilities are:*

*Market analysis*

*Brand promotion by using various tools of marketing. Effective use of marketing 4 p's.*

*Implementation of business strategies which increase brand competitiveness. Monitor, measure and manage brand equity/strength.*

*Increase brand awareness, relevant differentiation and emotional connection. Develop Brand Plan*

*Competitor analysis etc.*

Capstone Project



**Project Title**  *“The effect of store image on purchase intention for private labels"*

**Duration** *from 15 August 2014 to 31 April 2015*

**Summary**

*This study is based on to analyses of consumer behavior and their purchase intentions.*

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*What are the factors which influence consumer purchase intentions?*

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*How consumer get influenced towards the brand,*

**

*To study the factors that influence retail store image*



Internship



*Name of Organization - Mahindra Speed links, Haryana,*

*India*

*Duration - From July - August*

*Internship Title - Worked as a Management Trainee*

**Summary**

*Mahindra Speed-link is a Mahindra automobile showroom and service center where i worked as a management trainee where my work is related with service marketing where my key responsibility are:*

*Attract customer towards the service center.*

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*Develop service blueprint and its implementation.*

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*Promoting customer satisfaction*

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*Market research etc.*



Skill Sets



*Willingness to learn*

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*Communication & Presentation Skills.*

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*Dynamic, Enthusiastic and Critical Decisions making.*

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*Team Building, Interpersonal and Leadership skills.*

**

*Analytical and Logical Skills*



Computer Literacy



*Word, Excel, PowerPoint, and the Internet.*

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*Digital Marketing.*

Extra Curriculum Activities



*Inter School Chess Competition*

*Inter College Chess Competition*

*Current Affairs Olympiad.*

*Business Plan Competition in Masters.*

Area of Interests



*Listening to music. Playing Chess*

* Reading Articles over Internet and Traveling Internet Surfing*



References



*References available upon request.*