



VINAYAK PANDEY

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CAREER OBJECTIVE

Seeking a position in an organization where I can significantly contribute towards its success through my consistent performance, meet challenges where I will be provided with a steady career growth along with job satisfaction.

EDUCATIONAL QUALIFICATION

MBA(Marketing/HRM) – 74%, Year – 2021

PSIT College of Engineering, Kanpur Nagar (Dr. A.P.J. Abdul Kalam University Lucknow)

B.Sc. – 56%, Year – 2019

PT. K.P.V.B. Mahavidyalya, Fatehpur, U.P. (Prof. Rajendra Singh University – Formerly Allahabad State University)

12th (Intermediate) – 81%, Year – 2016

Pt. R.P.M. Inter College, Yashoda Nagar, Kanpur Nagar, U.P. (Uttar Pradesh State Board)

10th (High School) – 78%, Year – 2014

Pt. R.P.M. Inter College, Yashoda Nagar, Kanpur Nagar, U.P. (Uttar Pradesh State Board)

EXPERIENCE OF WORKING

❖ **Organization's Name** – ‘Asian Paints Ltd (Bathsense).’

Designation – As a ‘Senior Sales Executive’

Duration – May 2022 – Till Now

Location – Muzaffarpur, Bihar

Key Responsibility – My key responsibilities was to handle entire North Bihar Dealers and distributors network in our territory and increasing the business to increase the new dealer in vacant areas. And also maintain the health of the existing business network. Also managing the team of 3-4 company sales associates and managing the 3-4 distributor sales representative and managing the after sales support in our territory. As well as convert the project site in new construction in our area.

Organization's Name – ‘Havells India Ltd.’

Designation – As a ‘Rural Sales Officer’

Duration – November 2021 – April.2022

Location – Kanpur Nagar

Key Responsibility – My Key Responsibility is to increase the business, as to open the new parties for (Utsav Store) like to open new retail channel and handle the same. Maintain the sales of the retail channel to visualize the parties in the local areas with the help of the promotion and manage the marketing activities in the local areas for increasing the sales.

INTERNSHIP & TRAINING (MBA)

❖ **Title** - A Study on Consumer behavior in automotive industry (Hero MotoCorp),

Duration – June – August 2020

Key Responsibility- My key responsibilities were to study the consumer behavior while customer planning to purchase any kind of goods & services and study the factor which affect the behavior of the consumer.

Description - I have learned about the consumer behavior which helps to purchase any kind of product. It was a great experience with the research.

SUBJECT OF INTREST

Marketing Managemet

Human Resource Management

TECHNICAL SKILL

Computer Proficiency - MS Office

Video Editing skill - Wondershare Filmora

CORE STRENGTH

Think out of the box ability

Time Management Skill

Leadership Skill

Interpersonal Skill

Communication Skill

Managerial and Problem Solving Skill

LANGUAGES KNOWN



English

Hindi

HOBBIES & INTREST



Travelling

Story Writing

Listening Music

Date : November.2022

Place: Kanpur Nagar, Uttar Pradesh

❖ **Organization's Name** — Human Microsystems Pvt. Ltd.

Title - Development of a feasible complete Marketing Strategies for 'letsparty.com' future prospective venture of 'Human Microsystems',

Duration – 2 Months

Designation – As a 'Marketing Management Trainee'

Key Responsibility - In this project my key responsibility was to develop marketing strategy of the letsparty.com

Description - I have learned about the aspect which really affect a business and how to create strategy for business.

CONFERENCE/ SEMINAR/ EVENT

- Participated 'Orientation Program on Career and personality' by IAF in PSIT Kanpur.
- Participated 'Next Level Strategies in Marketing' training program with HMS.
- Participated 'Regional Seminar on Commodity Derivatives Market & Hedging opportunities' by SEBI in PSIT College of Management.
- Participated 'Decoding E-Commerce with Data Digital work shop' in PSIT College of Management.
- Participated 'Development of Marketing strategies for Letsparty.com' by Human Microsystems.

ACHIEVEMENTS

- Awarded with the certificate for completion of 90 days course of computer application by 'NIELIT'.
- Awarded with the certificate for completion of Fundament Digital Marketing course by Google.
- Awarded with the certificate for completion of Social Marketing course by E-marketing institute.
- Awarded with the certificate for completion of E-Commerce Marketing course by E-marketing institute.
- Awarded with the certificate for completion of 10 days training Next Level Strategies in Marketing held by Human Microsystems.
- Awarded with the certificate for completion of 15 days 'Career Edge Programme' by TCS iON Digital Learning Hub.
- Awarded with the certificate for completion of 45 days Training 'Development of Marketing Strategies for Letsparty.com' by Human Microsystems.
- Awarded with the certificate for completion of 2 month ' Campus Ambassador Programme' by reDocto.

PERSONAL INFORMATION

- **FATHER'S NAME** : Mr. Laxmi Narayan Pandey
- **MOTHER'S NAME** : Mrs. Rajkumari Pandey
- **DATE OF BIRTH** : 14 November 1999
- **GENDER** : Male

DECLARATION

I hereby declare that all the information furnished above is true and correct to the best my knowledge and belief.

(Vinayak Pandey)