**ALAN GEORGE DENNIS**

**MBA**

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**Contact No. :+91-9536488275**

**Career Objectives\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Seeking a career to utilize my knowledge, personal skills to gain comprehensive understanding of a reputed organization so as to take responsibility and contribute significantly.

**Academic Qualifications\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Qualification** | **Year** | **Institution** | **University/ board** | **Major field** |
| MBA | 2015-2017 | Graphic era university | Graphic era university | Marketing |
| B.COM | 2011-14 | D.A.V.(PG) College Dehradun | Hemwati Nandan Bahuguna Garhwal University | Finance |
| XIIth | 2011 | St. Mary’s Convent Sr. Sec School | CBSE | Commerce |
| Xth | 2009 | St. Mary’s Convent Sr. Sec School | CBSE | - |

**Work Experience – Digital Marketig**

* **Company –** Conceit Solutions
* **Duration –** 2 Years
* **Designation-** Senior Digital Marketing Executive

**Summer Internship Project(MBA)\_\_\_\_\_**

* **Company-** Resell property unit of 100 pillar (Dehradun)
* **Duration-** 6 weeks (45 days)
* **Project title-** Effect of advertisement on consumer
* **Key learning’s-** Marketing skills, Sales promotion, Sales strategy, Market targeting, effect of advertising.

**Final Research Project(MBA)\_\_\_\_\_\_\_\_\_**

* **Company-** Fashion Industry(Dehradun)
* **Project title**- Effects of branding on consumer buying behaviour
* **Key learning’s-** Importance of brand and its impact on modern day markets, effect of brands on consumer buying behaviour, analyze the branding strategy.

**Technical Skills\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Knowledge of MS Office (Word, Excel, PowerPoint)
* C++
* Good understanding of internet

**Key Achievements\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* + Basket ball captian of school team.
  + Participated in various cultural activities at school and college.
  + Participated in college activity “SOCH VICHAR” (organised picnic).
  + Participated in college activity “SATURDAY BAZZAR” (sold shoes products).
  + Participated and successfully completed seven days workshop on “Leadership Including Contemporary Challenges” conducted by Prof (Dr) Thomas R Hummel, Fulda University of Applied Sciences, Germany.

**Strengths and skills\_\_\_ \_\_\_\_\_\_\_\_\_\_**

* Ability to work under pressure
* Hard working
* Self motivated
* Good listening skills
* Goal oriented: meeting deadlines

**Hobbies\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Playing basketball
* Going to gym, doing exercise
* Travelling
* Listening music

**Personal details\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date of birth-** 18 Nov 1993

**Father’s Name-** Mr. George Dennis

**Language Known-** English and Hindi

**Declaration\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

I, hereby affirm that the information provided is accurate and true to the best of my knowledge.

**Date-**

**Place-** Dehradun Alan George Dennis