

# Shalank J N

📍 S/O Nagaraj J S, Jammanahalli, Post  
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## Profile

Passionate and skilled individual with business knowledge with ability to manage my team which enhances the productivity. Also, eager to gain more knowledge in Marketing, Hospitality management and Sales from practical experience. Looking for job in Marketing, Hospitality management and Sales to enhance my skills and utilize my skills to reach company goals

## Skills

Computer literacy	● ● ● ● ●
Communication	● ● ● ● ●
Interpersonal	● ● ● ● ●
Time management and Design thinking	● ● ● ● ●

## Languages

English	● ● ● ● ●
Hindi	● ● ● ● ●
Kannada	● ● ● ● ●

## Extra curricular activities

### Participated in IDC in college

### Participated in Outdoor catering

volunteer in social events in distributing foods during pandemic

## Projects

### ANALYSIS OF ATTRIBUTES TOWARDS CUSTOMER SATISFACTION IN FAST FOOD BRANDS - A STUDY ON KFC INDIA

05/2021 – 06/2021

Role: Analysis of consumer behaviour towards the FMCG in particular to the company called KFC. Joined as intern to analyze the project goal in real time.

## Education

### Bachelor in Business Administration,

*AIMS, Institute of management and science*

06/2018 – 10/2021 | Bengaluru

Classes: Income tax, E Business, International business, Retail management.

Percentage: 70.5

### Pre university education in Commerce,

*Gnanadhare P U College,*

06/2016 – 05/2018 | Hassan

## Professional Experience

### Intern, KFC

06/2021 – 07/2021 | Mangaluru

- Analysing the marketing and sales strategy in the particular franchise.
- Gave marketing ideas as a input to the branch manager to improve revenue structure and to the operation and marketing department.
- Quantative and qualitative analysis of the customer behaviour about their satisfaction is analysed
- Carried survey and recognised the key points to attract consumers
- Proposed Marketing Model from the above key points to increase the revenue