



SUDESH PRASAD

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ACADEMIC PROFILE

MBA(BE)	Department of Business Economics, University of Delhi	Pursuing	2019-21
M.COM	Goenka College of Commerce & BA	50.00%	2016-18
B. com(Hons)	Goenka College of Commerce & BA	55.56%	2013-16
Class XII	W.W.A Cossipore English School (ISC)	72%	2011-13
Class X	W.W.A Cossipore English School (ICSE)	69%	2010-11

PROJECTS.

Project	<ul style="list-style-type: none">♣ Brand repositioning of NIKE.<ul style="list-style-type: none">- A study on the Nike and how they build new products.- Every product has been built on new idea and innovations; study the thought process of each product.- Came up with the marketing strategy for new products of NIKE and how they should target the consumers.♣ A study on banking services and feedback of customers.<ul style="list-style-type: none">- Conducted primary survey to collect data on demographic and banking characteristics of bank users and applied pre-processing and cleaning. Did correlations study on various variables and produced meaningful insights from the results.	2016
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POSITION OF RESPONSIBILITY

DBE-DU	<ul style="list-style-type: none">♣ Head Treasurer.<ul style="list-style-type: none">- Responsible for managing and allocating student body fund for various academic programs and cultural events organised during the year.♣ Member of Alumni Cultural & Relationship Committee.<ul style="list-style-type: none">- Responsible for regular communication with the alumni regarding the events and updates happening in the department.- Organisation of various cultural events such as Genesis, Reminiscence and A day with Alumni.♣ Member of Public & Relation Committee.<ul style="list-style-type: none">- Responsible for working with various organizations to maintain the brand visibility of our department, and maintaining a professional relationship with them.	2019
Goenka college of commerce and BA	<ul style="list-style-type: none">♣ Coordinator: Sports club.<ul style="list-style-type: none">- Manager of the Table Tennis team and responsible to organise Annual Table Tennis competitions in the college.♣ Coordinator: Dance Club.<ul style="list-style-type: none">- Responsible for organising activities & bookings related to dance club.	2018 2018

EXTRA CURRICULAR ACTIVITIES

DBE-DU	<ul style="list-style-type: none">♣ Filmed and directed the annual student film around the campus for the annual Alumni meet "Reminiscence".	
Goenka college of commerce and BA	<ul style="list-style-type: none">♣ Head: Film society: Responsible for enhancing the filming acumen of students and also managing the team who were filming various events for the college.♣ Dance club member, participated in various events representing college in competitions.♣ Winner of Table Tennis Tournament: First in Mix doubles, & Runner up in men's singles.♣ Rajyapuraskar holder scout: The Bharat Scouts and Guides.♣ Attended International camp "Jamborette".	
Certificate & Others	<ul style="list-style-type: none">♣ Inbound marketing certificates♣ Google digital marketing certificates <p>Sports marketing - Northwestern University</p> <ul style="list-style-type: none">♣ Hobbies<ul style="list-style-type: none">- Film Making: Created and directed short films, Attended seminars at Satyajit Ray Film Institute.- Writing.♣ Technical Skills:<ul style="list-style-type: none">- Excel- Power point- Word	