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**TAJINDER SINGH**

Mail: - t.singh.19997@gmail.com

Mob:-8851348413

# CAREER OBJECTIVE

To use my sales and marketing oriented skill in best possible way for achieving the company goals and grow myself along with the environment of company

# ACADEMIC QUALIFICATON

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Qualification** | **Year** | **University/Board** | **Institute** | **Percentage/CGPA** |
| PGDM  (Marketing & Human Resource Management) | 2018-20 | AICTE | Asia-Pacific Institute of Management, New Delhi | 6.0 |
| BBA | 2015-18 | SMUDE | Sikkim Manipal University | 55% |
| 12th | 2015 | CBSE | Guru Harkrishan Public School Hargobing Enclave Delhi-91 | 50% |
| 10th | 2013 | CBSE | Guru Harkrishan Public School Hargobing Enclave Delhi-91 | 4.6 |

# INTERNSHIP AND PROJECT

Company: - Aditya Birla Capital

Title of project: - Effective Marketing Based on Problem Identified in Insurance Sector

Job role: -

* Working on Media Planning & Advertising strategies and implementing the same through various media platforms (TVC, print media etc.)
* Seek out new clients and develop clientele by networking to find new customers and generate list of prospective clients and converting lead into sales and thus will involve in making proposal and presentations to attract the customers.
* Collaborate on team presentations for management; research and analyze competitor marketing and sales materials.
* Create advertisement by analyzing the target and consumer behavior and systematically design creative idea and also make budget on given area

# CERTIFICATION

Advanced internet marketing program (Delhi Institute Of Digital Marketing)

# COMPUTER EFFICIENCY

Comprehensive knowledge of MS Office (Ms Excel, Power Point, Word)

Comprehensive knowledge of Tableau

# PROJECTS UNDERTAKEN at Asia pacific institute management

Done project on How to Fight Price war

Done project on Climeworks Carbon dioxide Removal Technology

Done project on Chinar Impex Outdoor Advertising Company

**INDUSTRIAL VISIT**

* Maruti Suzuki manufacturing
* Yakult Panipat
* Lotte IMT rohtak

# AWARDS AND ACHIVEMENTS

* Coordinator of Samvaad club(event management)
* Certificate of AD MAD Show
* Certificate of Ethnic day
* Coordinator of Samvaad club
* Certificate of Mini market competition
* Rocksport certification in 2013
* 1st runner up in relay race 2010
* Played national level cricket

# CORE MANAGEMENT COMPETENCIES

* Good and prompt decision maker with a flair of solving problems effectively
* Ability to work in a cross-functional work place (in terms of the work associated and the resources involved)
* Optimistic to make positive environment
* When dealing with negativity or challenges try to sit back and come up with full technique
* Understanding group leader
* Having good Patience and negotiable ability

# PROFESSIONAL INTEREST

* Sales
* STP(segmentation, targeting, positioning)
* Consumer behaviour

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# PERSONAL INFORMATION

Date of Birth: 8 june 1997

Address: 38-A Shayam Nagar Delhi 51 near Govindpura

Languages known: English, Hindi and Punjabi