

**VIJAY SANKAR NARAYANAN**

Course : M.B.A. General Management (2016-2018)

Email : vijaysvn@gmail.com

Mobile : 9500092181

University : BITS-Pilani

**ACADEMIC DETAILS**

COURSE	SPECIALIZATION	INSTITUTE/COLLEGE	BOARD/UNIVERSITY	% CGPA	YEAR
B.TECH	Naval Architecture	Indian Maritime University	Indian Maritime University	7.61	2013
XII	Science	Modern Senior Secondary	CBSE	76.4	2009
X	General	Takur Vidya Mandir	SSC	86	2007

ELECTIVES/TECHNICAL PROFICIENCY

Electives	Marketing Research, Advert & Sales Promo, Project Mgmt, Product & Brand Mgmt, Consumer Behavior
Technical Proficiency	MS Project, Auto CAD, TRIBON M3, Ansys, Genie, MS OFFICE

SUMMER INTERNSHIP/WORK EXPERIENCE

Indiamart Intermesh Ltd	Jan 2018 - Jun 2018
Business Manager trainee Client Servicing Division: -	
<ol style="list-style-type: none"> 1. Understand client's business model, target and goals. 2. Identify client's investment plans and allocated budget for marketing and advertising. 3. Understand client's knowledge of online marketing. Work to develop his interest in online marketing and use it effectively and generate business. 4. Show competitors usage of online platform and explain the volume of business that online marketing generates. 5. Learn about client's requirement and his vision. 6. Propose business plans to client's based on his business needs and capability. 7. Work to keep teams motivated and strive towards achieving branch revenue targets. 8. Make effective plans to achieve targets. 9. Device an MIS to understand and evaluate team's performance month on month. 10. Review every prospect proposed by team members. 11. Negotiate and finalize deals. 	
Vik-Sandvik Design India Pvt. Ltd.	Aug 2014 - Jul 2016
Design Engineer: -	
<ol style="list-style-type: none"> 1. Responsible for making steel and structural calculations for a ship. 2. Formulated quality guidelines for steel departments. 3. Formalize work process to make it easier and error free. 4. Plan and assign work to GET's 	
School of Maritime Design and Research	Sep 2013 - Jul 2014
Project Technical Assistant: -	
<ol style="list-style-type: none"> 1. Handled designing of bulk carrier and an oil tanker. Handled various consultancy projects. 	

PROJECTS

MBA projects	Aug 2016 - Apr 2017
<ol style="list-style-type: none"> 1. Consumer Preference of Patanjali products over other FMCG products. 2. TPS and MIS system for Alumni Relations Club Bits Pilani. 3. Marketing project on Home automation products. 4. Risks involved in ERP implementation. 	

POSITION OF RESPONSIBILITY

Marketing and Publicity team Interface 2017 - Annual Management fest BITS-Pilani	Dec 2016 - Feb 2017
Lead for Marketing and Publicity team: -	
<ul style="list-style-type: none"> • Making a marketing plan for Interface with deadlines and budget needed. • Making posters for events and identifying the best place and time to publish them. • Increase likes on social media platform and create a buzz about the events inside the campus. • Increase the footfall from other colleges. 	
Media Relation club BITS-Pilani	Aug 2016 - Dec 2017
<ul style="list-style-type: none"> • Core member Media relations club. • Handling the Facebook page of department of management BITS-Pilani. • Conduct various events among MBA batch. 	

EXTRA CURRICULAR ACTIVITIES

1. Created Batch Profile for MBA batch of 2016-18.
2. Regular Badminton player.
3. Passionate football follower.