

SOMNATH PAL

H – 1385

Satyam Vihar

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Kalyanpur

Kanpur – 208017

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CAREER OBJECTIVE

To establish myself as a professional in a field and carve out a niche for myself, while contributing to the attainment of individual and organizational goals within a stipulated time schedule.

EDUCATIONAL QUALIFICATION

DEGREE	INSTITUTE	UNIVERSITY	SUBJECTS	YEAR
UGC - NET		UGC, New Delhi	Management	July -2016
MBA	Raj Kumar Goel College of Mgt Studies, Gzb	U.P Technical Univ.	Marketing & Finance	2007-09
MCA	I.E.T, Lucknow.	U.P Technical Univ.	Computer application	2014-17
BCA	IGNOU	IGNOU	Computer application	2007-10
M. Com.	C.S.J.M. University, Kanpur(U.P.)	C.S.J.M. University, Kanpur(U.P.)	Commerce	2013-15
B. Com.	C.S.J.M. University, Kanpur(U.P.)	C.S.J.M. University, Kanpur(U.P.)	Commerce	2004-07
B. ED.	C.S.J.M. University, Kanpur(U.P.) Campus.	C.S.J.M. University, Kanpur(U.P.)	Commerce & Math	2012

EXPERIENCE

- **Business Manager (Alembic Pharma Eye care div)** at West Delhi from Nov 2009 for **1 year** performing sales promotion of eye care products to the doctors and the management of distribution channels.
- **Sales Executive (ShareKhan Ltd)** at Faridabad from Dec 2010 for **1 year** performing sales and sales promotion of Demat and Trading accounts of the company and management of the financial portfolios of the clients.
- **Operational Executive (Klink Healthcare India Pvt Ltd)** at Kanpur from Jul 2012 for **2 years**. The Duty included preparation of the daily, monthly and yearly reports. It also included petty cash management, cash management, filing of returns, coordinating in the filing of similar reports by the stockiest and handling after sales complains and solving them amicably.
- **Computer Teacher (CP international School, Farrukhabad)** in CBSE affiliated school for **1 year** from Jul 2017. Duties include Computer classes of 6th, 7th, 8th, 9th and 10th and evening classes of all subjects of classes of 1st to 10th students in the boarding.
- **Assistant Professor** with CSJM university Kanpur,(Currently Working, teaching Finance and Accounts) in **Maharana Pratap Group of Institutions**, Kanpur for **3 years** now from Mar 2018 onwards. Duties include teaching Accounts, Finance, Auditing, Cost, GST in BBA and MBA, all years.

Research Papers

- Personalized Marketing Using Artificial Intelligence in Digital Marketing (Pg.88) *Digital Marketing Paradigm Shift in Management* of STEP-HBTI kanpur.

Seminars/Workshop

- *Digital Marketing Paradigm Shift in Management* of STEP-HBTI kanpur.

Duties Performed

- Teaching Computers for All Classes (VIth to Intermediate, All Boards, English Medium)
- Teaching Finance and Accounting (BBA, BCA, MBA, MCA)
- Class Coordinator
- Approved Assistant Professor (C.J.M.University, Kanpur)
- Member of Cultural Committee
- Member of Finance Club as Mentor
- Member of Fresher's Organizing Committee
- Member of Digital Marketing Committee
- Member of Discipline Committee
- Member of Innovation Club as Mentor
- Member of IT Club as Mentor
- Member of organizing Committee of Management competitive Event under the banner of "Prabandhanotsav" since 2 Editions (2018,2019).

DECLARATION

I hereby declare that the information stated above is true to the best of my knowledge.

Place: Kanpur

Date:

(SOMNATH PAL)