

Name: Sugandha Singh

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Career Objective:

Feel Privileged to work in an organisation with an Environment that provides opportunities for Successful Growth and learn constantly upgrading the Knowledge; at the same time equally contribute the might for the growth of the organisation in Particular.

Educational Qualifications:

Degree	Name of University/Board	Month and Year of passing	Percentage/CGPA obtained
Master of Business Administration (Event Management)	National Academy of Event Management and Development	June, 2017	78 %
Bachelor of Arts (Journalism and Mass Communication)	Institute Of Language Studies And Applied Social Sciences (ILSASS), Sardar Patel University	April, 2015	8.00 CGPA GRADE: A
HSC	CBSE	March, 2011	61 percentile
SSC	CBSE	March, 2009	60 percentile

Experience:

- **Social Bhandar: Client Servicing (1 year)**
*Act as one point of contact between the client and the company
Contribute to achieving annual Growth targets.*
- **Festive Follies: Event Manager**
*Event Planning, Event Promotions, Celebrity Management,
Event Production & Over all Event Manager.*
- **Addrec Solutions : Recruitment Specialist**
- **Equations placement : Client Relations Manager**

Internship Projects and Achievements:

- Project Research on **Social Media and Brand Research** (A case study in Fast moving consumer goods sector)
- One month internship with **Mankind pharmaceuticals (Branding and Marketing).**
- Market Research project on **Mac Donald's.**
- Field trip in '**DivyaBhaskar**' for press production.
- Internship in **Simulations Public Affairs and Management Services Imt.**
- Worked as Emcee in **95 FmTadka.**

ResearchWork:

- Dissertation on "EFFECTIVENESS OF 15 AND 20 SECOND ADVERTISEMENTS" as a part of academics in 5th semester in Under-Graduation.
- Dissertation on "SOCIAL MEDIA AND BRAND RESEARCH" as a part of academics in 6th semester in Under-Graduation.
- Article on "Feminism" published under the debate series of "ANAND TIMES" as a part of academics in 4th semester in Under-Graduation.
- Presented "PUBLIC RELATIONS" theory during the internship.

Personal Information:

Name: Sugandha Singh

Gender: Female

DOB: 19/01/1994

Proficiency in Language: English, Hindi, Gujarati

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Besides Himalaya mall, Ahmedabad.

References:-

