**RAVI KANT PRASAD**

**Address:-** 27/13Ashok avenue road.A-zone.Durgapur-713204.Dist-burdwan

**Present Address:-** 34/1B Rupchand Mukherjee lane, Bhowanipur Kolkata-700025

**Mobile : -** 9635283177

**Email ID :** [sonu.ravi17@gmail.com](mailto:sonu.ravi17@gmail.com)

**Date of Birth :** 17th Dec 1989

**Languages Known :** English, Bengali and Hindi

**Seeking assignments in Marketing, Sales operations, and other Marketing aspects, consulting with an organization of repute.**

**Work Experience**

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**Currently working as a management trainee with Himalaya Optical Kolkata**

**Job Role**

* Identifying the needs of customers through proper communication and to ensuring their satisfaction.
* Advising or recommending the right product/service to meet the specific needs of the customer.
* Effectively assist the concerned superiors in the execution of the various activities pertaining to the functional areas of the retail store.
* Active involvement in corporate activities based on the directives of superiors concerned.
* marketing, merchandising and customer services.
* Planning and successful execution of the various marketing activities at various levels to acquire and retain customer base.

**Professional Snapshot**

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**Projects Undertaken**

**External Project**

* Project Title – Understanding The Market Potential Of Business Dailies From Central To North Kolkata.
* Organization – The Hindu
* Duration – 60days

**Live Project**

* Project Title – Planning and implementation of the Cadbury Mishti Sera Shristi event
* Organization – ABP
* Duration – 30days

**Professional Attainment**

* Industrial visit to Mother dairy firm at Dunkuni.
* Done DFAS from Durgapur youth computer training centre.

**Academic Qualifications**

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| --- | --- | --- | --- | --- |
| ***Degree*** | ***Institute/ University*** | ***Discipline*** | ***Year of Passing*** | ***% Aggregate*** |
| MBA | E.I.I.L.M. | Marketing / Retail | 2014 | 66.44% |
| Graduation | Durgapur Govt College  Burdwan University | B.Com (General) | 2011 | 37% |
| Higher Secondary | Azone Multi Purpose Boy’s High School  W.B.B.H.S.E | Commerce | 2008 | 65.4% |
| Secondary | Durgapur Ispat Vidyalaya  C.B.S.E | General | 2006 | 41% |

**Specialization**

Major – Marketing

Minor - Retail

***Skills Profile:***

I have worked with the following tools & technologies:

* MS Excel
* MS Word
* MS Powerpoint

**Co-Curricular Activities**

* 2 times Inter government college runner in West Bengal in the years 2010 and 2011.

**Interests**

* Playing football

**DATE:**

**PLACE : SIGNATURE**