



CURRICULUM VITAE

SAHEJ PREET SINGH KOHLI

New Delhi, India

PROFILE

I am a recent Post graduate & marketing maverick—a creative, organized, & enthusiastic individual with knowledge of Digital space & banking. I optimize my skillset to achieve the best as required.

ACHIEVEMENT & RESPONSIBILITIES

- **Placement Head & Corporate Relations Head,** PGDIM 2019-20
- **Sponsorship Head,** International Cell, SGGSCC 2020
- **Executive Member-** Entrepreneurial Development Cell, SGGSCC
- **SGGSCC, Hockey Team-FOYS Player**
- **Co-Organizer**
 - “MADHAYM” Annual PG Fest, SGGSCC
 - Internship Fair 2020
 - “EMINENCE20” Annual Fest, SGGSCC
- **Srijan Fest Sr. Organizer FDDI 2017**

INTEREST AREA

- New Business Development
- Account Management/Client Servicing
- Strategic Planning & Campaign Management
- Event Management- Production & Procurement
- Networking & Community Management

EDUCATION

University Of Delhi,
Sri Guru Gobind Singh College of Commerce, New Delhi

Post Graduate Diploma in International Marketing, 2019-20.
Majors-Marketing Research, Strategy Design

Footwear Design Development Institute (FDDI),
Rohtak, Haryana

Bachelor of Business Administration.2014-17
First division

Central Board of Secondary Education(CBSE)

Guru Harkishan Public School, Punjabi Bagh,
New Delhi 2014
Stream: **Commerce**

KEY SKILLS

- Microsoft Office Package
- SQL Basics
- Digital Brand Activation
- ATL & BTL Activation
- Photo Editing-Light room(Basics)
- Video Editing-Adobe Premier Pro/FCP

PROFESSIONAL & TRAINING EXPERIENCE

The Times Group- Bennett & Coleman Limited, July 2020-Present
Sales Intern- Timesjobs.com, TOI (online ads), ET Reatil, Mediawire Sales

Equitas Small Finance Bank- New Delhi, Jan 2019 - June 2019
Personal Banker-Assistant Manager-1

- Acquisition of Quality CA/SA (Current Account/Savings Account) Accounts Qualified
- Revenue Acquisition- Cross-sell of Life Insurance products, MF, Gold, /FX, Assets products.
- Ensuring timely escalations of an issue impacting business and appropriate solutions to address the concerns

Cog Digital Pvt Ltd.- New Delhi, March 2017- June 2018
Digital Strategist & Key Account Manager/Client Servicing

- Managed New business development cycles diligently and own the entire journey of prospecting, pitching, solutions, closing and project launch.
- Resolving Client issues related to products, post-sale services, etc. via emails in coordination with the Technical Department.
- Archive -Rockstar Rookie Award & Part of GALLUP Training

RESEARCH EXPERIENCE

- MARKETING 5.0 – Augmented Reality and Artificial Intelligence Influencing Business Branding Annual Research Project
- Critical Analysis of Business Process Outsourcing in Globalized Economy
- Big Data Analytics: Challenges and Opportunities in context to Marketing & Economies



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