

ANU SAHA

MBA (Pursuing), LIME

Email ID: [xxxxxxxxxx@gmail.com](mailto:xxxxxxxxxx@gmail.com)

Specialization: Marketing

Mobile No. : xxxxxxxxxx, xxxxxxxxxx

Seeking opportunity in an organization where I can best utilise my skills and enhance my knowledge and personality and there by grow with the company.

EDUCATIONAL QUALIFICATION

Class/Semester	Board/University	School/College	Year of passing	Percentage (%)
S.S.C	C.B.S.E Board	Jyoti English Medium. High School, Sidhi (M.P)	2007	64
H.S.C	C.B.S.E Board	Delhi Public School, Nigahi, Sidhi (M.P)	2009	70
B.Com	H.N.B.Garhwal, University	D.A.V.(P.G) College, Dehradun	2012	56
M.B.A	University Of Pune	Lexicon Institute Of Management Education	---	Pursuing

PROJECTS UNDERTAKEN

Summer Internship at General Motors, Gurgaon

(4<sup>th</sup> June 2013 – Till Date)

Project Title: Measuring engagement on social media and exploring digital media innovation

- ❖ Got to understand the basics of Digital Marketing and advertising
- ❖ Analyzing the involvements and response of the customers on social media sites with respect to Chevrolet and its competitors
- ❖ Further would exploring more on Digital Marketing and analyzing different ways in which an organization can connect to the target audience

Project at Reliance Communication, Pune

21 Days (July - August 2013)

- ❖ Got to do a survey with the retailers about the company's performance, customer's feedbacks and also verifying whether they are getting requires assistance from the dealers.
- ❖ Reporting to the supervisors on daily basis so that follow up is done.
- ❖ Data entries for new customers and verification of documents.

KEY ACHIEVEMENTS

- Served as a member of organizing committee for "UNNATI" and international conference on health which is now a part of Asia Book of World Records.
- Anchored various events in School and graduation.

EXTRA CURRICULAR ACTIVITIES

- Sports, Dance
- Been very active member of college event organizing team
- Been very active in recitation, competitions, speeches

PERSONAL DETAILS

Date of Birth

: 07<sup>th</sup> July, 1991

Languages

: English, Hindi and Garhwali

Interest / Hobbies

: Swimming and Sketching

Permanent Address

: 24 Hathi Barkla, Ekta Vihar, Dehradun (U.K) 248001

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MARKETING EXECUTIVE- Entry Level

Objective:

Currently seeking a challenging opportunity within an organisation of repute which would provide scope to learn and develop as part of a fast-paced marketing team

Career Snap Shot:

A proactive, energetic and enterprising MBA professional, seeking an entry level position in the field of Sales & Marketing. Possessing tremendous leadership qualities with a strong ability to effectively mentor, guide and foster team spirit within groups. Key Animator for 'UNNATI' an international conference on health which is now a part of the Asia Book of World Records. Proactively organised and conducted various events for youth at school and college levels. Ability to listen attentively, communicate persuasively and follow through diligently. Possess excellent command over the English language with the strong ability to communicate effectively with individuals from various hierarchal levels and cultural backgrounds.

Key Skills:

- Leadership
- Coordination
- Team Lead
- PR Skills
- Customer Service
- Interpersonal Skills
- Oral Communication & Writing Skills
- Strong Analytical Skills
- Strategic Planning
- Public Speaking
- Sales Reports & Correspondence
- Relationship Building Skills
- Inventory Management

Projects Handled:

Summer Internship

General Motors, Gurgaon

Jun 2013 – Till Date

- Measuring engagements on social media and exploring digital media innovation
- Achieved a thorough understanding on the basics of Digital Marketing & Advertising
- Monitoring and evaluating the involvements and response of the customers on various social media sites with respect to Chevrolet and its competitors
- Analysing the Digital Marketing concept in detail and strategically identifying innovative methods for organizations to effectively connect to a specific target audience

Marketing Survey

Reliance Communication, Pune

Jul 2013- Aug 2013

- Conducted a survey on retailers to evaluate the company's market performance
- Liaised with customers to gain valuable customer feedbacks and ensure that dealers were providing excellent customer services at all times
- Tracked customer orders and ensured that all deliveries were made within stipulated time frames
- Reported complex issues and sever customer grievances to the Supervisors
- Responsible for verifying customer order forms and data entering all customer information into the system

Key Deliverables; across Career Span:

- Ability to generate new business and enhance existing customer services thereby contributing positively to the organization
- Ensuring that all assigned tasks are accomplished within stipulated time constraints

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- Ability to provide market strategies according to relevant market specificities
- Proactively researching and closely analyzing existing and new market trends
- Aptitude for creating effective marketing strategies based on objectives, market specifics and other characteristics
- Skilled at establishing a rapport with customers with an aim to up-sell products and build a loyal clientele
- Addressing customer concerns and promptly resolving customer complaints
- Astute at working in teams and liaising with clients and associates
- Monitoring competitors activities and developing combat strategies to effectively mitigate competition and gain market supremacy
- Assisting in product development and new launches; sought to generate new business and enhance sales volumes

Computer Skills:

- Leadership
- Coordination
- Team Lead
- PR Skills
- Customer Service
- Interpersonal Skills
- Oral Communication & Writing Skills
- Strong Analytical Skills
- Strategic Planning
- Public Speaking
- Sales Reports & Correspondence
- Relationship Building Skills
- Inventory Management

Professional Qualifications:

M.B.A

Lexicon Institute of Management Education, University of Pune

Jan- 2013 - Pursuing

Bachelor of Commerce

D.A.V. (P.G) College, Dehradun, H.N.B.Garhwal, University

Sep- 2009 – Nov- 2012

Personal Details:

Date of Birth

: 7<sup>th</sup> July, 1991

Gender

: Female

Languages

: English, Hindi and Garhwali

Interest

: Sports, Swimming, Sketching and Dance

References Can Be Provided On Request

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