

Example 3 (MBA International Business)

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Seek a challenging assignment in the field of Marketing with an organisation of repute.

Snapshot

- A brilliant individual pursuing MBA in International Business with a driving force to excel.
- Logical thinker with good analytical skills with the ability to quickly grasp intricate issues.
- An optimistic individual with sincerity towards work.
- Possess excellent interpersonal and communication skills.

Education

- MBA - IB, Amity International Business School, Noida. – Pursuing
- B Com (Hons), Indraprastha College, Delhi University, 53%. - 2008
- Intermediate, CBSE Board, 88.5%. - 2005
- Matriculation, CBSE Board, 78.5%. - 2003

Summer Training

Gallup India Ltd, New Delhi

Jun 2009

Project: Study of satisfaction level of the customers who use the products of Johnson & Johnson medical India.

- Conducted customer satisfaction study amongst doctors, nurses and patients who use the products.
- Performed primary research with the help of questionnaires.
- Interacted with various customer groups.

Academic Projects & Activities - MBA

- **Creating an Innovative Product Idea**: Created a fictitious product applying creative skills with no scientific explanation named Health Watch to check the consumption and burning of calories within a period of 24hrs. The product also maintains a record of blood pressure and blood glucose level.
- **Preparation of Product Advertisement - Cosmetic Contact Lenses**: Prepared a print advertisement with the theme "A New Look for Yourself" of the product. The product was named soft gel contact lenses which targeted customers who wanted to change their look.
- **Presentation on "Save Girl Child, Save the Planet"**: Prepared and designed an advertisement campaign on the social issue of save girl child, and spreading awareness on the same.
- **Presentation on Singapore Airline**: Presented about the environment effect and challenges faced by Singapore airlines and the way they deal with the issues. Highlighted various strategies adopted by the airline to mark its presence in the domestic as well as international markets.
- **Research proposal on Camay (P&G)**: Performed a research on Proctor & Gamble product Camay to find out the reason why it was not able to survive in the Indian market. Appropriate strategies were proposed for re-launch of the product.
- **Case Study in Behavioural Communication on "The First Day at Work"**: Presented a case about a girl who is about to join her office after her graduation and feeling nervous for the first day, and coming across different people who have distinct views and approaches in life.

Position of Responsibility

- Did volunteer work for the placement committee of the college, 2007 & 2008.

Social Responsibility

- As a personal initiative, directed & acted in a short documentary on Eve Teasing. Prepared an audio-visual advertisement with the intention to spread a social message to the society, 2009.

Extra Curricular Activities

- Participated in drama and plays during college, 2007 & 2008.
- Participated in inter college Paper Presentation on "Retailing", 2007.
- Played shot put at college sports events, 2006.
- Participated in dance performances at school as well as college level.

Personal Details

- Date of Birth: MM DD YYYY.
- Languages Known: English, Hindi and Spanish (Elementary).
- Interests: Reading fiction books like Brida, The Alchemist by Paulo Coelho, inspirational books by Shiv Khera and the Bhagwat Gita.
- References: Available on request,