

ABHINAV BANSAL

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CAREER OBJECTIVE

Seeking a career to utilize my knowledge, personal skills to gain comprehensive understanding of a reputed organization so as to take responsibility and contribute significantly.

KEY SKILLS

- Self-motivated, hardworking and willing to take on a variety of tasks.
- MS Word, MS Excel & MS Power point.
- Excellent verbal and written communication Skills.
- Reliable, Result oriented, Team player.
- Willing to undergo training and learn new skills.

EXPERIENCE

Marketing Manager

December 2018 to current

Kailash Cables B-60, Jhilmil Industrial Area, Delhi-110095

- Developing a price strategy that maximise profit and also considers customer satisfaction.
- Identifying new customers.
- Supporting sales and lead generation efforts.

SUMMER INTERNSHIP (PG)

Company: AIM India Pvt. Ltd.

Project Title: Customers' perception towards different investment sectors

SHORT TERM PROJECT

- **Company:** Ansal Housing and Construction, New Delhi

Project Title: Different promotional techniques adopted by Ansal Housing & Construction

- **Company:** Creature Retail Pvt. Ltd., New Delhi

Project title: Project on different product lines of Creature Retail Pvt. Ltd.

ACADEMIC BACKGROUND

Course / Degree	Year	Specialization	College / University	CGPA / %
PGDM	2017-2019	Marketing	Birla Institute of Management Technology	6.16
B.COM (HONS)	2014-2017	Commerce	Delhi University	57%
12 th	2014	Commerce	Vivekanand School, Delhi	86.4%
10 th	2012	General	Vivekanand School, Delhi	6.4

AWARDS AND ACHIEVEMENTS

- Internship - Highest sale of ₹4.5 lakhs in the batch of 28 students consists of BIMTECH, IMT and Symbiosis and qualified international convention.
- Won Intern of the year trophy.
- Won the early bird certificate during the sales period.
- Won login of the day certificate and the trophy.

EXTRA CURRICULAR

- Organised the Alumni Meet in PG College Dec 2017
- Utilize web space in YouTube to promote my Cricket Show

PERMANENT ADDRESS

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