

SANJIV

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**CAREER OBJECTIVE**

To build a long-term career in Retail Sales / Marketing with opportunities for career growth.

To supportthe organisation in meeting and surpassing its goals and objectives.

To assist the organisation to meet the customer’s requirements and satisfaction.

**SKILLS**

* Strong customer focus, Good communication and interpersonal skills
* Team work, Analysing and problem-solving skills, Time-management, Flexibility
* Ability to work under pressure and to meet tight deadlines
* Good standard of IT and numeracy, Attention to detail

**EDUCATION**

* Institute of Management Technology, Dubai

Bachelor of Science in Business Administration(BSBA) - Specialising in RETAIL MANAGEMENT

CGPA: 2.69 (2013-2017)

* The Indian High School, Dubai (CBSE) Grade X: 8.2/10 Grade XII: 71% (1999-2013)

Commerce with Economics & Marketing

**PROFESSIONAL EXPERIENCE**

* Sony Middle East & Africa LLC, JEBEL ALI, DUBAI – Worked as Intern in the Retail Marketing Division

(29 May 2016 to 27 July 2016)

Key Responsibilities:

**Market Research (within Dubai)**

* Study Customer experience offered in Other Branded stores e.g. Apple, Samsung, BOSE, etc.
* Study Non-Electronics Customer Experience, especially in Premium Fashion Retail.
* Identify Branded store unique offerings across different brands, which customers value most

E.g. Premium Products – Touch & Feel, Special after Sales Service (Express Delivery, etc.).

* Study Product ranging (SKU’s and Prices) at Branded stores, and how that differs from other retailer stores.

**Deliverables**

* Identify Top 3 reasons why Customers prefer to buy from Branded stores in U.A.E.
* How to Enhance Customer experience @ SONY Store - Areas of improvement.
* What unique experiences should SONY branded store deliver to customers (which is not offered by others).
* Sharaf DG - Dubai Mall - Promoter for Mobile Phones - 08 May 14 to 24 May 14
* Sharaf DG - Dubai Mall - Promoter for Mobile Phones - 02 Feb 14 to 02 Mar 14
* Sharaf DG - Dubai Mall - DSF - Promoter for HTC Mobile Phones - 02 Jan 14 to 02 Feb 14

Key Responsibilities:

* Handled Mobile Phone & Accessories Counters during DSF.
* Completed Daily Targets.
* Worked as Trainee in Publilink Advertising - Al Abbas Group - 01 Jul 12 to 31 Jul 12

Key Responsibilities:

* Learning on the job regarding advertising agency functions, various medium of advertising etc.

**KEY ACADEMIC COURSEWORK**

Retail Management:

* Retail Management, Consumer Behaviour, Sales Force Management
* Retail Promotion Management, Retail Technology, E-Commerce
* International Retail Strategy, Shopping Mall Management