**Almish**

[**Almish.363601@2freemail.com**](mailto:Almish.363601@2freemail.com)

**Objective**

To be a part of a growth oriented challenging environment where my analytical and managerial skills are utilized to the optimum for successful growth of the organization.

**Academic Qualifications**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Qualification** | **Institution** | **Board / University** | **Year of** | **% of** |  |
| **Passing** | **Marks/Grade** |  |
|  |  |  |  |
|  |  |  |  |  |  |
| PGDM | G.L.Bajaj institute of | AICTE | 2017 | 7.0, |  |
| management and research | CGPA |  |
|  |  |  |  |
|  |  |  |  |  |  |
| B.A (Economics) | Aligarh Muslim University | AMU | 2015 | 52% |  |
|  |  |  |  |  |  |
| XII | Aligarh Muslim University | AMU | 2012 | 58% |  |
|  |  |  |  |  |  |
| X | Iqra public school | CBSE | 2010 | 5.6 |  |
|  |  |  |  |  |  |

**Summer Internship**

|  |  |  |
| --- | --- | --- |
| **Organization :** | | IMRB-International |
| **Duration** | **:** | May 2016 to July 2016 |
| **Project Title** | **:** | A study on consumer preferences for Cadbury chocolate in comparison to other brands. |
| **Summary** | **:** | Analyst at IMRB to conduct array of marketing research, key stakeholder interviews in |
|  |  | multiple organizations, perform customer segment research, and develop understanding |
|  |  | of customer markets and segments. |

**Key Learnings:** Developed understanding of Customer Segment Research: Plan, develop, coordinate andparticipate in various marketing research activities to identify customer preferences and attitudes

* Examined **competitor’s** trends
* Performed market research
* Led focus group discussions and conducted surveys
* Developed key recommendations for managing brand leadership

**Key Attributes**

* Goal-oriented and Optimistic
* Adaptable
* Excellent communication skills

**Value Added courses and certificates Attended**

* Digital Marketing certification by Ministry of Micro, Small and Medium Enterprises - Government ministry (MSME) - September 6th, 2016
* Global Talk series **–** 30 hours Module **on “Strategic Management”**- September 13th-17th, 2016.

**Seminars, Conferences & Workshops Attended**

* Attended **Seminar on “Marginalizing the Mainstream” at PHD Chamber of Commerce**-July 20th, 2016.
* Attended 6thWomen entrepreneurship conference on Harnessing Finances for sustainable entrepreneurial growth at Indian Habitat Centre-March 17th, 2016.
* Attended the International Conference - Innovation in Technology at GLBIMR-September 10th, 2016
* Attended in a full day confe**rence on “Digital Advert**ising: Protecting Brand Integrity & Stimulating

**Content Creation” at FICCI, Federation House, New Delhi**-April 4th, 2016.

* **Certification on 2days communication workshop “The Magic of Communication” conducted by**

Surge: Soar with Excellence-April 8-9th, 2016.

* Attended Management Development Programme on Talent Management-(A Heart of Transcendence in Knowledge Economy)-October 15, 2016

**Technical Skills (If any)**

* Proficient with MS Office (Word, Excel, PowerPoint, and Photoshop etc)
* Internet Savvy

**Extra Curricular Activities**

* **Secured first position in “Eye Gauge” competition at inter college event**-2016
* Co-ordinated numerous events in college-2013
* Student coordinator at Unionship in Graduation - 2014
* Appreciation certificate for Corporate Interface Series Report writing competition-April 14, 2016
* Certificate from National Handwriting & Coloring contest for student development-Pune.
* Certificate from NIIT @ School (The complete IT program), 2003-04.
* Certificate from CIART (Centre for Indian Art Resources & Training), Dec 25, 2003.

**Declaration**

I hereby confirm that the above-mentioned information is true to the best of my knowledge.