**Krunal**

**Krunal.84463@2freemail.com**

Objective

* To start my career with an organization that would create an environment conducive for learning and provide me with a platform to perform to the best of my abilities.
* To be part of an organization which accentuates my growth both at a professional level and an individual level.
* To work in an organization that helps me understand the nuances involved in the area of marketing and guides me in inculcating a practical approach towards business challenges.

Education

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| --- | --- | --- |
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| **Post Graduation-** | **Degree:-** | **Masters of Business Administration** |
| (2010-12) | **Specialization:-** | **Marketing** |
|  | **University:-** | **Symbiosis Institute of Business Management, Bangalore**, |
|  |  | Affiliated to **Symbiosis** **International university, Pune**. |

**Areas of interests & skills:-**

* Brand management
* Sales & Distribution management
* Strategic Marketing

|  |  |  |
| --- | --- | --- |
| **Under graduation-** | **Degree:-** | **Bachelors of Business Administration** |
| (2007-10) | **Specialization:- International Business & Marketing** |
|  | **University:-** | **Symbiosis Centre for Management Studies, Pune** |

Affiliated to **Symbiosis** **International university, Pune**.

Professional Experience (Internship)

**Organization**:Kredent Academy, Mumbai***.*** **Duration**:April–May 2011

**Designation:** Business Development Executive for Kredent Academy

**Project Description:**

* Reworked on the business model of the start up.
* Provided a third party perspective on streamlining the various business activities of the organization.
* Prepared a plan outlining the segmentation of the market.
* Developed marketing strategies to increase brand awareness.
* Helped identify a new source of revenue for the firm which had been facing losses since its last two quarters.
* Managed and led a team of 5 members in developing various marketing strategies and help channelize different marketing activities for the firm.

Field Work

**Organization:** The Future Group, Bangalore **Duration:** February-April 2011

**Project Description:**

* Catchment analysis of 6 Big Bazaar retail stores in Bangalore.
* Analysing the demographics of the consumer population.
* Studying the consumer behaviour and their buying pattern.
* The study was conducted by interviewing more than 200 consumers per store.
* Also, prepared the questionnaire on which the study was based.

Positions of Responsibilty



* Member of Student Council, Symbiosis Institute of Business Management.
* Elected as the Coordinator of Extra Curricular Committee, Symbiosis Institute of Business Management.
	+ Responsibilities under this position included:
		- Lead a team of 12 members responsible for conducting co curricular activities at the college level.
		- Planned, organized and executed several cultural events for the post graduate college at national level.
* Member of the organizing committee of TEDx SIBM Bangalore 2012 (under the license of TED, U.S.A).

Extra-Curricular Achievements



* Runners up of Inter Symbiosis International University Football tournament -2011.
* Runners up En-Vogue (Fashion show, Jazz 2011).
* Winner of Fashion show, ‘Stealing Milan 2010’ judged by Neeta Lulla.
* Winner of Football Tournament (Paryaga 2009).
* Duke Of Edinburgh, Bronze Medalist.
* Himalayan Mountaineering Institute, Darjeeling- Completion of Adventure Course.