

Deepak PathaniaMBA (Marketing)

Email id : [deepakpathania379@gmail.com](mailto:deepakpathania379@gmail.com)  
Mobile No : 8580942323,8627035272  
Linkedln profile: [www.linkedin.com/in/deepak-pathania-8056b1194](https://www.linkedin.com/in/deepak-pathania-8056b1194)

Academic Profile			
MBA	2021	Central University of Himachal Pradesh	7.30/10
B.A	2019	Govt. Arya Degree College, Nurpur HP	7.05/10
Class XII	2016	Govt Sen. Sec. School ,Suliali HP	62%
Class X	2014	H.C.B.S.P. Memo High School ,Suliali HP	73%
Summer Internship-			
Company - MJ Solanki (Manpower) – Gurugram( H.R)		02 Months	Feb 2021 – April 21
Marketing intern	<ul style="list-style-type: none"><li>➤ Worked with top management team.</li><li>➤ Searching active tenders on E-Procurement website.</li><li>➤ Handling operations work in eight locations.</li><li>➤ Competition analysis on various new tenders.</li><li>➤ Conducting survey of different medical colleges in Uttarakhand.</li><li>➤ Meeting with company clients and building long term relationships.</li><li>➤ Representing the company services with prospective customers.</li><li>➤ Prepared the work report on daily basis.</li><li>➤ Building a strong relationship with superiors, clients, and management.</li></ul>		
Live Projects / Internships			
Survey in Different Medical Colleges in (U.T)	<ul style="list-style-type: none"><li>➤ Meeting with various medical college principals and represent the company.</li><li>➤ Collecting the primary data of various hospitals in Uttarakhand.</li><li>➤ Completed the survey within 4 days.</li><li>➤ Less cost and timely completion of the survey in Uttarakhand.</li></ul>		2021 (March)
Handle Operation Work in Sonipat (H.R)	<ul style="list-style-type: none"><li>➤ Document verification of Employees under new contract in Sonipat District within specified time.</li><li>➤ Within 7 days 650+ employees document verification.</li><li>➤ Face to face interaction with employees in different sites.</li><li>➤ Resolving issues of employees and maintain discipline.</li></ul>		2021 (April)
Work Experience	<ul style="list-style-type: none"><li>➤ Presently working in “Sri Chaitanya Institute Chandigarh” as Marketing Executive, handling the Chandigarh,Mansa, Bhatinda &amp; Solan region.</li><li>➤ Meeting with the various Schools Principals and representing thecompany.</li><li>➤ Conducting various types of promotional Activities in Schools, Malls and on digital media platforms.</li><li>➤ Meet with company clients and Building relationships with Parents, Teachers, Students &amp; Tutors in the regions.</li><li>➤ Strategy formulation and delivery.</li><li>➤ Suggest Marketing Mix, SWOT Analysis, STP strategies &amp; promotional tools etc.</li></ul>		Sep-2021
Academic Projects (MBA) 2019-21			
1. Open a new mega mart of organic products in Dharamshala,(H.P) <a href="#">Link- Click here</a>	<ul style="list-style-type: none"><li>➤ Understood the consumer segments, their needs, &amp; target market or arrived at a businessmodel.</li><li>➤ Created a strategic as well as business plan to set up an efficient retail network inH.P.</li><li>➤ Analysis of recent trends and demand of organic products.</li></ul>		
2. Outsourcing Man Power Business <a href="#">Link -Click here</a>	<ul style="list-style-type: none"><li>➤ Understood outsourcing business in India.</li><li>➤ Various task performed as a intern during various project.</li><li>➤ Conduct primary market research in various medical colleges in Uttarakhand.</li></ul>		
3. Digital life - Turning point in Indian 4G network history “reliance jio” <a href="#">Link – Click here</a>	<ul style="list-style-type: none"><li>➤ Suggest Marketing mix, SWOT analysis, STP strategies &amp; promotional tools etc.</li><li>➤ Overall study in Indian telecommunication industry &amp; competitor.</li><li>➤ Analysis recent trends and consumer segments and their needs or future demands.</li></ul>		
4. Dairy farming business in Himachal Pradesh <a href="#">Link - Click here</a>	<ul style="list-style-type: none"><li>➤ Develop the vision, mission, goals, objective and action plan in dairy farming business in H.P</li><li>➤ Future action oriented plan for dairy farming business in Himachal Pradesh.</li><li>➤ Developed the Effective Marketing Mix, STP, Promotional strategies &amp; future oriented actionplan.</li></ul>		
Awards & Achievements (2004-21)			
Academics	➤ First position achieve in 1 <sup>st</sup> to 10 <sup>th</sup> class.		2004-2014
	➤ Best student of the year in 12 <sup>th</sup> class.		2016
	➤ Best NSS volunteer in 7 days special camp		2016
	➤ Participation on various college level Debates.		2016-19
	➤ Earned Rs. 20000 stipends during Internship.		2021
Additional Information			
Certifications	<ul style="list-style-type: none"><li>➤ Certificate of attending online national webinar on personal branding onLinkedIn.</li><li>➤ The Fundamentals of Digital Marketing – Google.</li></ul>		
Interest/Hobbies	<ul style="list-style-type: none"><li>➤ Outdoor games, Regular Gym, Dancing, Community involvement, Publicspeaking, Meet with new Persons &amp; build new relationships</li></ul>		
Address	<ul style="list-style-type: none"><li>➤ Village- loharpura, P.O- Suliali, Tehsil- Nurpur, District- Kangra, Pin no- 176211, (Himachal Pradesh)</li></ul>		

