



To obtain a position of a Marketing Executive that utilizes my 2 months of internship skills and the traits which I have learned during that period and also to utilize my knowledge and positive learning attitude to advance and implement new strategies for the company's success and contribute to the company at my level best.

**Shail Kumari Goswami**  
**SKILLS & TRAITS**

- Customer Service
- Negotiation skills
- Stress management
- Time Management
- Multi-tasking
- Team work
- Communication

ACADEMIC QUALIFICATION	QUALIFICATION	INSTITUTION	YEAR OF PASSING	PERCENT AGE
	MBA	Pune Institute of Business Management	Pursuing	Pursuing
	B.Com	K.C Das Commerce College, Guwahati	2020	60.00%
	12 <sup>th</sup>	K.C Das Commerce College, Guwahati	2017	75.40%
	10 <sup>th</sup>	Sun Flower School, Guwahati	2015	80.20%

<b>WINTER INTERNSHIP PROJECT</b>  <b>GODREJ PROPERTIES LIMITED</b> DELHI (2 months)	Project entitled “ <b>Buying Behavior in purchasing residential flats in Delhi with special reference to Godrej Properties Limited</b> ” <ul style="list-style-type: none"> <li>• Created 500+ potential customer database and interacted with them through Tele-calling.</li> <li>• Added 176 active customers for the project “Godrej South Estate”</li> <li>• 56 customers visited the site after interaction and presentation.</li> <li>• Generated revenue of 2.5 CR for Godrej Properties</li> <li>• Handled customer queries throughout their project confirmation.</li> </ul>
<b>SUMMER INTERNSHIP PROJECT</b>  <b>KASTURI HOUSING</b> PUNE (2 months)	Project entitled “ <b>A Study on Channel partners engagement in luxury segment projects in Pune with special reference towards Kasturi housing</b> ” <ul style="list-style-type: none"> <li>• Sourced Channel Partners data and called them for empanelment in the company</li> <li>• Created 700+ potential customers database and interacted with them through tele-calling</li> <li>• Added 150+ active customers for the projects of Kasturi Housing</li> <li>• Handled channel partners query through the process of empanelment</li> </ul>

<b>ACADEMIC PROJECTS</b>	<b>Project Title:</b> ‘Students attitude towards entrepreneurship in India ’-A survey on the students of KC Das Commerce College Students. <ul style="list-style-type: none"> <li>• <b>Description:</b> The objective of these project was to access the attitude of students towards developing their interest in Entrepreneurship and to study the different perceived barrier faced by the students while selecting Entrepreneurship as a carrier.</li> </ul>
	<b>Project Title:</b> Consumer buying behavior towards grocery and vegetables during Covid-19 <ul style="list-style-type: none"> <li>• <b>Description:</b> The objective of these project was to identify and analyze the consumer perception and buying behaviour of consumers and the problems faced by them during Covid-19.</li> </ul> <b>Project Title:</b> A study on consumer's acceptance towards online shopping during covid-19 <ul style="list-style-type: none"> <li>• <b>Description:</b> The objective of these project was to understand and study the Customers intention while going for an online shopping.</li> </ul>

<b>CURRICULAR ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Worked as a Management committee head in Musical Melody 2021 which was a PAN Indian Level musical event organized by PIBM.</li> <li>• Working with the food committee team of PIBM as a student coordinator</li> <li>• Core committee member of marketing club</li> <li>• Completed MS Word, MS PowerPoint and MS Excel certification from NEET</li> <li>• Completed Inbound sales and Email marketing from HubSpot Academy</li> <li>• Completed Google Ad-words beginner from Udemy</li> </ul>
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**EXTRA  
CURRICULAR  
ACTIVITIES**

- First position in Singing in “Waves 2018”
- Certificate of participation for attending the Student Development Programme on ‘Importance of Digital Skill’.
- Worked for Feeding India Organization in various drives organized for 8 months.
- Awarded by a Gold certificate for completing 108 Rounds of Surya Namaskar conducted by ‘The Art of Living’ in 2012.

**DECLARATION**

I do hereby declare that the above mentioned information is correct and up to the best of my knowledge and I bear the responsibility for the authenticity of the data provided.

*Shail Goswami*

Signature