

# SOHIT KUMAR

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## OBJECTIVE:

To work in a stimulating environment where I can apply and enhance my knowledge and skills to serve the company to the best of my efforts.

## PROFESSIONAL SUMMARY:

- One year experience as a Team Leader in MLM.
- 2.3years experience as a Marketing Research Analyst in Consortium E-Learning Network Pvt. Ltd.in Noida .

## Work Profile :

- Tele and web - based marketing for keeping domestic clients.
- Building and maintaining good relationships with a wide range of stake-holders viz. authors, reviewers, editors, subscribers/ booksellers, Co-operates and co- ordinates with the Publication Research Executives at one hand and the Publication coordinators on the other, to strategize on marketing plans.
- Co-ordinates with the institutional/ corporate clients: vendors/ subscribers of the journals/ buyers of books, reports etc., and manages the relevant database.
- Does- market research, brand awareness, customer surveys, and analyze demands of the customers.
- Customer Service, Sales and Marketing support.
- Any other duties assigned by the Director / Manager.
- Making invoices.
- Maintaining records of daily work report.

## EDUCATIONAL QUALIFICATION:

Course	Specialization	Board/Institution	Year
M.com	Finance and Marketing.	MJPRU	2021
BBA		MJPRU	2014
Intermediate	Commerce	U.P. Board	2011
Matriculation	Science	CBSE	2009

## RELEVANT CAPABILITIES

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### Soft Skills:

- Able to think in a creative manner.
- Good attention to detail.
- "Can do" attitude.

### Software known:

- Microsoft word, Excel, PowerPoint

## KEY STRENGTHS:

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- Learn new things
- Creative
- Quick performer

## HOBBIES AND INTEREST:

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- Cricket.
- Reading.
- Travelling

### DECLARATION:-

I hereby declare that all the information provided in my resume is true to the best of my knowledge.

**PLACE:** New Delhi

**SOHIT KUMAR**

**Date: 27/03/2022**