

# VIVEKANAND RATHORE

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## Career Objective

Seeking an opportunity to work in a company in the field of Sales and Marketing.

## Competencies

### **Professional**

- Ms Excel
- PowerPoint presentations
- Digital Marketing

### **Behavioral**

- Good Listener
- Perseverance
- Interpersonal skills

## Internship

**Company Name** Johnson Controls Hitachi India Pvt Ltd.

**Project Title** To Study the customer Buying Behaviour and Satisfaction of “Hitachi With Reference to its Competitor O General”

**Project Summary** My Internship project was to extend the sale of Johnson Control Hitachi Air Conditioning India Pvt Ltd. To study a better understanding of the policies and procedures of Hitachi. An attempt has been made to gain insight into the air conditioning industry and study the retailer and customer perception about various parameters like Price, Brand image, after-sales, and services. Also did a comparative study with O General on the base of above mention parameters.

## **Job Role-**

- Interacting / Managing customers on the shop floor
- Customer Acquisition cost
- Distributing POP material (leaflets, catalogs, etc.) to customer
- Collecting information about competition activities & market information.

## work experience

Worked as territory sales Supervisor in Kansai Nerolac Paints Ltd from march 2023 to april 2023

- Dealer relation management
- Acquiring new dealer
- Focus on revenue generating
- Regular followup with dealers
- Dealer coordination
- coordination with painters

## **Education Qualification**

- Pursuing PGDM in the area of Marketing and finance from GNIOT Institute of Management Studies, Greater Noida (2021– 23).
- Graduated in B.com from Digital Institute of Science and Technology Chhatarpur in 2019.
- Passed Intermediate from Sri Krishna Higher Secondary school Chhatarpur in 2016.
- High School from Care English School Chhatarpur in 2014.

### **Seminars/Workshops Attended**

- Attended a Workshop on Parichay A workshop on competency Mapping & Achievements on goals organized by GIMS, Greater Noida.
- Attended performance improvement programme (PIP) Session on Career options in “Sales and Marketing” at GIMS, Greater Noida.
- Attended performance improvement programme (PIP) “Effective Sales Pitch” GIMS Greater Noida.
- Attended performance improvement programme (PIP) “New Product Development” GIMS Greater Noida.

### **Professional Certification**

- Certified for successfully completing a 5 days training program on Advanced Excel: Analysing data from QT Analytics in 2021.
- Certified for successfully completing Fundamentals of “Digital Marketing. Organized by GIMS in 2022.
- Certified for successfully completing a 2-month “Managing Innovation” certification program. IIMBx organized by GIMS in 2022.
- Certified for successfully completing a 1-month “Blockchain Technology” certification program. Multisoft systems organized by GIMS in 2022.

### **Extra-curricular Activities**

- Participated in Sports activities of GIMS.
- Participated in “Ad Mad Competition “ organized by Hashtag The Marketing Club, GIMS, Greater Noida.
- Participated in activity- Nukkad Natak on the occasion of world pollution control.
- Participated in the “Outbound training session” organized by the human resources club in GIMS Greater Noida.

**(VIVEKANAND RATHORE)**