# amity_logo.gif

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**SHUBHAM SINGH**

Shubhamsbaghel00@gmail.com

D.O.B.: 9 September 1997

CAREER OBJECTIVE

Looking for opportunities to build my career that would help me in achieving greater practical excellence in Marketing field to utilize the knowledge already gained in a responsible and proper manner resulting in value add to organization and exceptional with hard working nature to explore the requirements and come up with innovative solution.

ACADEMIC PROFILE

MBA (G) Amity University Uttar Pradesh, Lucknow Campus

**2017-2019** **7.91 CGPA**

 **Specialization: Marketing and Finance**

B. COM (F.T.) DAVV, Indore (M.P.)

**2014-2017** **70%**

**XII** CBSE Board, New Delhi

**2014**  **60%**

**X** CBSE Board, New Delhi

**2012 68%**

RELATED COURSEWORK

**Name: ANNUAL REPORT OF FLIPKART**

**Description: Analyse marketing strategy –** who are their target customer, how they can do positioning of product , what is their pricing strategy like bundle pricing, cost plus pricing, competitor based pricing , promotional strategy, distribution and logistics management like B2B, B2C, CRM relationship management , segmentation of customer, different product line like- length, width, depth.

 **PROMOTIONAL STRAGEY OF FROOTI**

 **NAME:** why Frooti Relaunched –THE Digen Verma’ campaign

 **Description**: Its purpose was to reposition Frooti in market as youth drink.

 This campaign help to capture 80% market share**.**

 **MARKETING AND CONFRONTATION STRATEGY OF TITAN**

 **NAME:** Marketing warfare strategies of Titan**-**

 **Description:** frontal attack, envelopment strategy, leapfrog,

 Marketing mix strategy of titan –product, price, place, promotion.

 **CADBURY MARKETING AND ADVERTISING STRATEGY**

**NAME:** Cadburyadvertisement campaign strategy,

 **Description:** Positioning strategy, Marketing mix,segmentation of target customer.

 Cadbury Present chocolates as substitute product against sweets in festival.

 **Name: MARKETING STRATEGY OF INDUSLND BANK**

 **Description:** Who are their target customer, what are their unique selling proposition,

 Position of service, what are their menace of advisement for communication of

 Message, promotional strategy, interest rate and pricing strategy, CMR strategy.

 **Name: ANNUAL REPORT OF PRISM JOHNSON LIMITED**

**Description** Prepared a report for comparative analysis of last 3-year data and made

Comparative study of the financials details of the company. Observed the changes

 In financial statement of the company and interpreted the reasons there for.

 INTERNSHIP EXPERIENCE

 Idid internship at Prism Johnson Limited in **MARKETING AND FINANCE** the

 Topic was **GOODS AND SERVICE TAX (GST)** and I have lean following things.

* **TYPES OF GST**-- IGST, CGST, SGST**.**
* **HSN CODE**- It is eight digit uniform code that give information about more then

 5000 product**.**

* **TYPES OF NETWARK—**Dealer network, and direct consumer sale**.**
* **INPUT CREDIT TAX —**Help the organisation to take input credit

 Tax.

* **INPUT SERVICE DISTRIBUTION (ISD)—**Used by organisation to distribute the

 Tax Paid to different branch.

* **REIMBURSEMENT BY PURE AGENT—**Third party intermediate.
* **GSTIN—**It is 15 digit code created with the help of pan number and help the Gov.

 To identify how many branch operated by organisation.

* **ORDER DESTINATION CODE—**It is 10 digit code it help the organisation to

 Find out Location, destination point, and state**.**

* **REVERSE CHARGE MECHANISM—**In this case recipient of goods and service

 Pay the Tax rather than the supplier of goods and service.

* **ZERO RATE SUPPLY—**Claim input refund for export of good.
* **Composite supply—**
* **Mixed supply—**
* **E-WAY BILL—**It provide transparency and full proof document.

 ACHIEVEMENTS

* Did internship at Prism Johnson Limited in **Finance** and the topic was **Cement Manufacturing Process and Goods and Service Tax (GST)**
* Participated in **UP INVESTORS SUMMIT 2018** as Volunteer.
* Completed a beginnercourse **“English Language Speaking Fluency I “by US Embassy** at **Amity University**
* Completed **7 day Military Training Camp** Organised by **Amity University**
* Get 2nd position in **Business Turks** event Organised by **Amity University.**
* Basic knowledge about computer.
* State level basketball player.
* **Award**

PERSONAL STRENGTH

* Inter-personal skill
* Influencing and negotiation skill
* Organisation ability
* Able to cope under pressure
* Sincerity towards job and punctuality
* Creative approach to solve problem
* Analytical skill
* Target committed
* Oral and written communication skill
* Self-confident
* Work hard.

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 PERSONAL ATTRIBUTES

* Quick learner
* Good analytical ability
* Proactive attitude
* Ability to use logical & creative approach for solving problems
* Ability to plan & organize
* Target committed

SEMINARS/CONFERENCES ATTENDED

* Participated in **UP INVESTORS SUMMIT 2018** as Volunteer.

HOBBIES/INTERESTS

* Playing Cricket.
* Listening Music.
* Net surfing.
* Travelling.
* Athletics.

LANGUAGES KNOWN

* Proficient in English and Hindi.
* Elementary Knowledge of German.