

**Bhuvan Semwal**  
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**EDUCATIONAL QUALIFICATIONS**

YEAR	COURSE	INSTITUTE	UNIVERSITY/ BOARD	MARKS
2010-12	MBA (Retail Management)	University Institute of Applied Management Sciences	P.U.	68%
2005-09	B.Tech.(Computer Science)	IET Bhattal, Ropar	P.T.U	67.14%
2005	+2(Non-Medical)	Govt. college Hoshiarpur	P.S.E.B	56%
2003	10 <sup>th</sup>	St. Soldier Divine Public School, Hoshiarpur	C.B.S.E	70%

**INTERNSHIP/TRAINING/PROJECTS**

**B.Tech**

<b>Organization</b>	<b>URVI COMPUTERS PVT LTD.</b>
PROJECT (6 Weeks)	Made a website using HTML, DHTML, Java Script.
<b>Organization</b>	<b>KMG Infotech</b>
Project (6 Months)	Worked on a real time project. Used Java

**MBA**

<b>Organization</b>	<b>Big Bazaar</b>
Project (8 weeks)	1. New Store launch: Research and Marketing Planning & Execution. (BADDI STORE) 2. Marketing Activities and In store survey for Catchment Analysis, Customer Profiling, Marketing Efficacy and Competitive Analysis. (JALANDHAR STORE)
Project (8 days)	Ensuring the promotions & print material for Mahabacchat 6 days along with Crowd management and trolley management

## **WORK EXPERIENCE**

1. Worked as a Lecturer in GNIT College, Dalewal. (From Jan 2010 – June 2010).

### **Job Responsibility**

- Preparing the lesson schedule for the semester.
- Providing notes to the students.
- Organizing quiz competition and interactive sessions for students to make the session interesting.
- Conducting doubt sessions for students.
- Giving special attention to weak students.
- Assisting the exam superintendent in sitting arrangement for final exams.

2. Worked as a Marketing Executive as in KAPSONS (From Feb 2013 to July 2014)

### **Job Responsibility**

- Assisting and preparing media plan for print ads, this includes analyzing the budget and target audience, coordinating with the agencies, negotiation for rates etc.
- Preparing event calendar for the marketing events.
- Brain storming at new ideas of campaigns.
- Coordinating with the design agencies for the creative and artwork for all type of collaterals for every kind of promotion activity, sale period, festive period, etc.
- Organizing model shoots for concept shoot, product shoot.
- Getting every kind of printing done, this includes printing of office stationary to printing of different ad collaterals, personalized items for different occasions.
- Prepared the uniform for the store staff, office guards, drivers etc.
- Meeting with new vendors for new marketing proposals and analyzing them.

3. Worked as Sr. Executive Marketing at Devyani International Limited (Brand: Pizza Hut) (From July-2014 to Aug 2016)

**Job Responsibility**

- Looking after 45 stores in North India (Punjab, Haryana, Himachal, J&K, Uttrakhand) for their every marketing activity.
  - Preparing marketing plan for new store openings that includes from ATL to BTL activities.
  - Preparing media plan for print ads, this includes analyzing the budget and target audience, coordinating with the agencies, negotiation for rates etc.
  - Preparing event calendar for the marketing events.
  - Brain storming at new ideas for campaigns.
  - Coordinating with the design agencies for the creative and artwork for all type of collaterals for every kind of promotional activity, sale period, festive period, etc.
  - General coordination and execution of events at stores and Head office.
4. Working as Assistant Professor at ICFAI University Baddi, Himachal Pradesh. (From Sept 2016 to till Present)

**Job Responsibility**

- Preparing the lesson schedule for the semester.
- Providing notes to the students.
- Organizing quiz competition and interactive sessions for students to make the session interesting.
- Conducting doubt sessions for students.
- Giving special attention to weak students.
- Subject of interests: Marketing Management, Business Strategy, Training and Development, Industrial Relations.

**ACHIEVEMENTS**

- Got an APPRECIATION LETTER from Big Bazaar for the work done during internship.
- Acheived FIRST and THIRD position in different swimming events in PTU Inter college swimming competition.
- Won prizes in the GEETA SHLOK PRATIYOGITA.

**COMPUTER SKILLS** -MS OFFICE, Basics of C, C++, SQL, JAVA,SAP and Retalix

**EXTRA CURRICULAR ACTIVITIES**

- Participated in the Badminton competition organized by UIAMS.
- Participated in the Cricket competition and played for the Retail Sector organized by UIAMS.
- Was a member of Social welfare committee (2005-2009) in IET Bhaddal.
- Was a member of photography club (2005-2009) in IET Bhaddal.
- Attended workshop on Robotics and made a LINE TRACER ROBOT
- Participated in cultural events during annual functions and played for school volley ball team.

**PERSONAL DATA**

Date of Birth : 21/03/1987  
Father's Name : Dr. J P Semwal  
Languages Known : English, Hindi, Punjabi and Sanskrit  
Marital Status : Unmarried