

CAREER OBJECTIVE

To enhance my professional skills in a dynamic environment.

EDUCATIONAL QUALIFICATIONS

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

INTERNSHIP/TRAINING/PROJECTS

B.Tech

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

MBA

Organization	Big Bazaar
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 July2014)

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 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.
- 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.
- Meeting with new vendors for new marketing proposals, analyzing them and finalizing the best one's for the company.

3. Worked as Sr. Executive Marketing at Devyani International Limited (Brand: Pizza Hut) (From July 2014 to August 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 in ICFAI University Baddi (From September 2016 till Present)

Job Responsibility (Academic)

- 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.
- Subjects taught:
 - Business Strategy
 - Training and Development
 - Industrial Relations & Labor Laws
 - Marketing Management
 - E-Commerce

- Corporate Strategy
- Global HRM
- Advertising & Communication
- Applications of Computers in Business
- Micro-Economics

Job Responsibility (Non-Academic)

- Working as FMS Coordinator from 24th April 2018.
- Working as Training & Placement officer.
- Member of moderation committee.
- Member of Board of studies.
- Member of annual sports meet organizing committee.
- Group Discussion & Personal Interview training to various classes.
- Preparing the Reports for the UGC/AICTE visits.

OTHER 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

Mother's Name : Smt. Sarla Semwal

Languages Known : English, Hindi, and Punjabi

Marital Status : Married