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D.O.B.: 18<sup>th</sup> April 1997

## SHRIRAJ SAXENA



### CAREER OBJECTIVE

Looking for a challenging role in a reputable organization to utilize my management and communicative skills for the growth of the organization as well as to enhance my knowledge about new and emerging trends in the business sector.

### ACADEMIC PROFILE

<b>MBA (G)</b> <b>2018-2020</b>	Amity University Uttar Pradesh, Lucknow Campus <b>8.93 CGPA</b> <b>Specialization: Marketing &amp; Sales, HR</b>
<b>B.B.A.</b> <b>2015-2018</b>	National P.G College Uttar Pradesh, Lucknow Campus <b>6.2 CGPA</b>
<b>XII</b> <b>2015</b>	ISC Board <b>51%</b>
<b>X</b> <b>2013</b>	ICSE Board <b>51%</b>

### RELATED COURSEWORK

- Basic Knowledge of Computer Skills
- Proficiency in MS Office

### INTERNSHIP EXPERIENCE

<b>Organization</b>	1) FUTURE GROUP (BIG BAZAAR), 2) PANTALOONS
<b>Duration</b>	6 WEEK'S
<b>Topic / Title</b>	BIG BAZAAR- Market Activations and their Impact on Consumer Buying Behaviour. PANTALOONS- HR functionality and marketing.
<b>Achievements / Skills learnt</b>	I was able to understand the mindset of the customers which is extremely important, I was exposed to the customer handling and store management functions.

## ADDITIONAL PROJECTS

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<b>Organization</b>	COLGATE PALMOLIVE (LIVE PROJECT)
<b>Duration</b>	1 WEEK
<b>Title/Topic</b>	Marketing of the brand
<b>Achievements/ Skills learnt</b>	I got the opportunity to sharpen my convincing skills and was able to create a change in the ideology of the consumers.

## ACHIEVEMENTS

- 
- Secured 3<sup>rd</sup> position in inter college singing competition.
  - Runner up position in creativity and innovation fair.

## PERSONAL ATTRIBUTES

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- Good communication skills
  - Innovative
  - Good Team Player
  - Responsible

## CO-CURRICULAR ACTIVITIES

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<b>Co-curricular Activities</b>	Participated in inter college singing competition. Coordinator in entrepreneurship cell. Coordinator in Happy Hour (Program ABS)
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## HOBBIES/INTERESTS

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- Playing guitar
  - Singing

## LANGUAGES KNOWN

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- Proficient in English, Hindi
  - Working knowledge of French