

PARIKSHIT OMAR

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KANPUR

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.EDUCATION

IILM Graduate School of Management, Lucknow

- Pursuing PGDM course 2018-2020

KANPUR UNIVERSITY

- Jagran college of arts science and commerce – Bachelor of Commerce 2015-2018

SCHOOL

- Class XII –UP kirana seva samiti vidyalaya 2014-2015
- Class X – UP kirana seva samiti vidyalaya 2012-2013

INTERNSHIP/LIVE PROJECT

NIMBUS ADCOM PVT.LTD NOIDA

Summer Trainee

May – July 2019

- Digital marketing of business websites, and generating traffic.
- Performed activities for Social media optimization and search engine optimization of business pages
- Understanding competitor business model and strategising accordingly.
- Got 1 million organic reach on a facebook page “Behaviourism”

ITC LTD LUCKNOW

Market surveyour

Nov – Dec 2018

- Detailed analysis of physical verification of Ashirwad masale and its competitors in lucknow market.
- Promoting Ashirwad masale in lucknow market and understanding its competition.

ACADEMIC PROJECTS

Detailed study of Future Group’s Retail Market, Singapore mall lucknow

- Studied several lines of business and its form of operation with cost – benefit analysis
- Understanding company’s orientation towards marketplace with respect to different lines of business in its retail segment and the supply chain of the process of Big Bazaar

LEADERSHIP EXPERIENCE

-Served as Head boy in U.P KIRANA school in 2014-2015 and managed all cultural and annual fest of my school.

-Got lead in live project of ITC ltd.

-Working in SIGMA TRADE WINGS as SENIOR SALES EXECUTIVE.

SKILLS AND INTEREST

- Computer Skills : Proficient in MS Office,
- Reading and writing Hindi Poetry, swimming.

REFERENCES

- Faculty Mentor and Summer Internship Company Mentor/Industry Person