



**PRATYUSH KUMAR
SHAHI**

SKILLS & TRAITS

- Communication skill
- Presentation skill
- MS Excel
- Creativity
- Project Management
- Creative

CAREER OBJECTIVE: To secure a responsible and challenging role where I can utilize my training and skills. I am passionate to work in dynamic business environment to enhance my skills by learning and relearning again

ACADEMIC QUALIFICATION	QUALIFICATION	INSTITUTION	YEAR OF PASSING
	PGDM	Pune Institute of Business Management	2022
	BBA	Bengal College of Engineering and Technology	2019
	12th	St. Xavier Jr/sr. PublicSchool	2016
	10th	Saraswati VidyaMandir	2014

Work Experience – Reliance Retail .Ltd (8Month)	Position – KEY ACCOUNT EXECUTIVE .Working in a new Business segment (B2B) of jIO MART. .Handled more than 300 customer base. .Developed and implemented a strategic plan in pune region .Resolved and followed up on client requests in timely and accurate manner. . Working on analyzing the gap in market. .suggested measures to be taken to over come
SUMMER INTERNSHIP PROJECT Patanjali Ayurved Limited Hyderabad (90 Days)	Project on Penetration strategy of Ghee, Dant kanti, Honey, Juices in southern region (preferred location Hyderabad) <ul style="list-style-type: none"> • Created sales presentation of company’s current market • Did complete study of company products with detailed SWOT analysis • Worked on analyzing the gaps in Patanjali market • Suggested measures to be taken to overcome the gaps
WINTER INTERNSHIP PROJECT Tenhard Pvt Ltd Muzaffarpur, Bihar (40 Days)	Project entitled “ consumer buying behaviour of magazines and novels in digital format ” <ul style="list-style-type: none"> • Generated new leads in digital way • Convinced and pushed customers to perform sales promotion activity. • Deal with potential customer.
ACADEMIC PROJECTS	<input type="checkbox"/> Presented Research Paper on ‘CONSUMER BUYING BEHAVIOUR OF MOBILE PHONE Presented PROJECT’ employee motivation case study analyses. A deep case study analysis of employer by Harvard business school and prepared ppt. for the same

CURRICULAR ACTIVITIES	<ul style="list-style-type: none"> • Successfully completed online certification on “Digital Marketing” • A grade certificate received by NCC at inter school level • Participated and done many volunteers in many social activities • Organized the workshop on” NIRBHAYA CAMPAIGN” initiated by Techfest, IIT BOMBAY □ • Worked for marketing events held in PIBM college
EXTRA & CO-CURRICULAR ACTIVITIES	<p>□ Core committee member of marketing club □</p> <p>Participated in many cultural events in college</p>
Language	<ul style="list-style-type: none"> • English (Read, write, Speak) • Hindi (Read, Write , Speak)
Address Gmail Phone number	<p>Nyati Enclave Magpie 203, DPS School Mohammad Wadi Pune</p> <p>Pratyushshahi99@gmail.com</p> <p>9064096817,9162308611</p>