

# CURRICULUM VITAE

**AJAY KUMAR**



➤ **ADDRESS**

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➤ **OBJECTIVE:**

To work with leading company and hold a challenging position this would provide the best environment for utilizing and improving all my managerial and interpersonal relationship and contribute to organization's growth and goal, as well as to attain my professional goal.

➤ **PROFESSIONAL QUALIFICATION:**

- MBA in HR and Marketing from Ludhiana College of Engineering & Technology (I.K.G. Punjab Technical University, Jalandhar), Katani Kalan, Ludhiana (2016)

➤ **ACADEMIC QUALIFICATIONS:**

- B.A from A.S College Khanna (Punjab University Chandigarh) (2012)
- 10+2 from (P.S.E.B) (2009)
- 10<sup>th</sup> from (PSEB) (2007)

➤ **COMPUTER PROFICIENCY:**

- Working knowledge of Windows and Internet.
- 3 months of Tally Banking Accounting (From L.P.U)

➤ **PROFESSIONAL EXPERIENCE:**

- Final Project Report on **Absenteeism of Employees** (Monte Carlo Fashions Limited Ldh.)
- 6 Weeks training survey upon **Brand Preference About Mobile Phone** (Grewal Telecom Samrala)

➤ **WORK EXPERIENCE:**

**Ceasefire Industries Pvt. Ltd.** as a **Branch Head** in **Sale & Marketing** From **Nov 2023 to Oct 2024**

➤ **Job Responsibilities:**

- Team Handling
- B2B
- Customer Relationship
- Performance Review
- Marketing Planning
- Problem Solving
- Collection/Outstanding Review
- Branding Awareness

➤ 1 year as a **Marketing Executive** at **BLUE CRAFT AGRO Pvt. Ltd., Delhi** from **April 2022 to March 2023**

➤ **Job Responsibilities:**

- Dispatch Plan Update
- Work on SAP
- MS Office, Excel, Pivot table
- B2B
- Marketing\Sale Coordinate
- Brand Awareness (Shop Branding)
- Promotion Activities
- Payment Following
- New Customer Incorporation

➤ 5 Years 5 Month as **Marketing Executive** in **Market Research Intelligence Department**, at **BONN Nutrients Pvt. Ltd. - Ludhiana** from **Oct. 2016 to March 2022**

➤ **Job Responsibilities:**

- Marketing Strategies
- Responsible for ATL & BTL Activities.
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
- Initiate and control surveys to assess customer requirements.
- Monitor progress of campaigns using various metrics and submit reports of performance
- Carrying out Market Research and customer survey to assess demand, brand positioning and awareness. Responsible for handling Sales Promotional Activities, Launching of New Products
- Proficient in MS Office, Excel, Pivot table
- Packaging Function,Tools,Parameter
- Marketing Mix 7P of marketing
- Data Analysis

➤ **SKILLS:**

- Good Communication Skills.
- Easily negotiate with other people.
- Can work effectively in team, as well as individually.
- Have good inter-personal skills.

➤ **Extra-Curricular Activities:**

- Best Performance in All Interuniversity Championship (Cricket, Presented by L.C.E.T Katani Kalan Ldh.)
- Played Games at college & school level.
- Active participation in college functions as volunteer and in other Event
- Coordinator in technical and sports team in college

➤ **Personal Information:**

**Father's Name:** Sh. Kamal Dass

**Marital Status:** Unmarried

**Sex:** Male

**Date of Birth:** 08 march, 1991

**Language Known:** English, Hindi, Punjabi (Read/write/spoke)

**Nationality:** Indian

**Strength:** Confident, Positive attitude, Hard & smart working, Good listener & Quick learner

**Hobbies:** Internet Surfing, listening music, Playing Cricket, etc.

➤ **DECLARATION:**

I hereby inform you that all the statement made above are true the best of my knowledge and belief.

**Date:-** \_\_\_\_\_

**Place:-** \_\_\_\_\_

