

MAYANK BANSAL

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ACADEMICS				
Qualification	Institute	Board / University	Year	% / CGPA
MBA	Amity Business School	Amity University, U.P	2019	6.79/10
BBA (CAM)	IIMT, Delhi	GGSIU, Delhi	2016	71.52%
XII	National Victor Public School, Delhi	CBSE	2013	66.17%
X	National Victor Public School, Delhi	CBSE	2011	6.80/10
<ul style="list-style-type: none"> Academic Scholarship for merit. 				2014-15

WORK EXPERIENCE			10 MONTHS
FLEXIWRKS		Marketing Executive	June '19 – Aug '19 (3 Months)
Roles and Responsibilities	<ul style="list-style-type: none"> Point of contact for every firm who is in contract with us. Market Research for every need of the business like competitors, potential vendors, etc. Finding and reporting discrepancies to Board members by analyzing the reports. Lead role in Franchise Sales under the guidance of Franchise Sales Head 		
Achievements	<ul style="list-style-type: none"> Recognized by every Board member and CEO for my contribution. 		
CONCENTRIX		Practitioner	Dec '16 – Feb '17 (3 Months)
Roles and Responsibilities	<ul style="list-style-type: none"> Advice present and prospective customers by answering incoming calls. Find and report the areas of improvement in the platform. 		
Achievements	<ul style="list-style-type: none"> Recognized by Assistant Manager for excellent performance. 		
FOOD 18 PVT. LTD		Head Manager	July '16 – Oct '16 (4 Months)
Roles and Responsibilities	<ul style="list-style-type: none"> Responsible for updating the Restaurant Menu items and pricing to keep it competitive by conducting on the job market research. Dealt in mostly all aspects which include talking to customers directly, maintaining the attendance and salary of all employees. Maintaining raw materials and coordination between the outlet and the warehouse. 		

INTERNSHIPS	
ABS April 2019	<ul style="list-style-type: none"> Conducted business research to find if fresh job seekers are satisfied with features offered by online job portals. As a result of the research conducted, some specific factors were identified that impact a job seeker's satisfaction level.
Satmola Pvt Ltd May 2018 – July 2018	<ul style="list-style-type: none"> Conducted a customer perception analysis involving buyer purchase behavior, preferences, etc. for Satmola Pvt. Ltd. in a particular line of FMCG product, i.e. namkeen, as Summer Intern. Recommended the various factors the organization can focus on to increase their market share in this segment.
ABS Feb 2018	<ul style="list-style-type: none"> Studied Customer Perception of Branded Jewellery using SPSS. As a result of this study, it came to light that people are buying from local dealers because of 2 major reasons, Trust and Credit Purchase.
IDBI Federal Life Insurance Co Ltd June 2015 – July 2015	<ul style="list-style-type: none"> Conducted a study on the quality of services delivered to customers by IDBI Federal Life Insurance Co Ltd as a Summer Intern. Recommended that what are the various activities a company can do to improve their quality of service.

POSITIONS OF RESPONSIBILITY	
Student Coordinator, GLRC	<ul style="list-style-type: none"> Responsible for escorting guests to and from the venue. Facilitating the front end and back end operations. <p style="text-align: right;">2017-18</p>
Coordinator and Manager SANGATHAN 2018	<ul style="list-style-type: none"> Responsible for managing the coordination between the academics department and participants. Responsible for directing all managing teams for various sports and events. Achievement- Excellence Award from Director Founder Dr. Ashok K. Chauhan <p style="text-align: right;">2018</p>
Vice President Student Council	<ul style="list-style-type: none"> Formulating strategies and assigning roles to team members. Bridging the gap between students and the college administration. <p style="text-align: right;">2015-16</p>

EXTRACURRICULAR ACTIVITIES

Sports	• Completed one-week long Military training Camp.	2017
	• Gold Medalist in Shooting Competition in Military Training Camp.	2017
Social	• Participated in Cleanliness Drive of Yamuna.	2013
	• Participated in Child Rights and You to teach underprivileged students.	2015
Literary	• Winner in an intra-batch Essay Writing competition, IIMT College.	2014
	• Winner in an intra-batch Presentation Competition, IIMT College.	2014
	• Runner-up in Intra-college business case study competition, IIMT College.	2015
Interests/Hobbies	• Exploring Tech, Reading, Bowling and Solving puzzles	
Technical	• Studied C++, Visual Basic, Microsoft Office, Internet of Things	