

PRAKASH SAHNI



Address: Pushpanjali, Nagariya Parikshit, Izzatnagar, Bareilly, Uttar Pradesh, Pin Code: 243002
Phone: +91 8273906321 Email: Pset89@gmail.com

MBA IN FINANCE(Major) AND HUMAN RESOURCE MANAGEMENT(Minor)

Passed with 61.71% Aggregate Marks from AIET (UPTU) in 2013

OBJECTIVE

My objective is to work and learn with cogent and experienced professionals to achieve professional excellence. Direct and manage my team of subordianates to meet organizational goals in timely manner to ace in my career.

WORK EXPERIENCE (& ACHIEVEMENTS)

INDEPENDENT CONTRACTOR WITH AMAZON (USA) (Oct 2013-July 2016)

- 3 years of experience in product creation (Digital Fiction and Non-Fiction books/ebooks), product placement, product pricing, marketing (Internet Marketing) and sales.
- Used my CMS skills for placement and marketing of products on my websites. I am well versed in website development on popular and agile CMS (Content Management System) like Wordpress, Joomla, OScommerce, etc.
- Achieving INR 2 Million mark in sales for a targeted product, while exceeding the sales target by 10X times, for the month of July 2016. Earning well over 300k in incentives/profits in the aforesaid period.

Worked at Uday Sahni's Shop:

Director Retail Sales (July 2016-Currently Working):

Working as Director Sales at Uday Singh Sahni's Store. Experienced as an allround Store Director directing retail operations of day to day life and maintaining high level of customer satisfaction. Fostering amiable and direct relations with consumers.

EDUCATIONAL QUALIFICATION

1. MBA

- Specialization- **Finance** (Major) and **Human Resource Management** (Minor)
- Passed with **61.71%** aggregate marks in **2013** from Allahabad Institute of Engineering and Technology (Affiliated to: GBTU/UPTU).

2. BA

- Major Subjects- **Psychology** and **Geography (Anthropology)**
- Passed with **63.16%** aggregate marks in **2011** from Bareilly College (MJP Rohelkhand University), Bareilly.

TRAINING AND PROJECTS:

1. During MBA

Completed the summer training of Six Weeks from 07 June 2012 to 22 July 2012 at **M/s Karnataka Strips Limited**, Bellary which covered the following areas (A learning experience):

- **Marketing:** Marketing finished products (Cold Rolled Metal Sheets, Pipes and Fittings) in the field, giving quotes to potential customers (Both Online and Offline). Accompanied by **General Manager Marketing KSPL**.
- **Finance-** Budget control by controlling purchase cost of raw material, weeding out scrap generation and by monitoring production cost during different stages of industrial operations.
- **Administration-** Daily attendance, movement control, and management of shifts, leaves, shop floor discipline, etc.

2. During Graduation

- **Geography-** Global Positioning System (GPS), world geography and Geographical Survey.
- **Psychology-** Persuasive Techniques, Job Stress Analysis, study of Personality (including MBTI scale), Attitude and Attitude Change on the basis of Likert Five or seven Point Scale, industrial and clinical psychology.

LANGUAGE PROFICIENCY

- Fluency in English *speaking* and *writing*
- Fluency in Hindi *speaking* and *writing*

MANAGEMENT AND IT SKILLS

- Extensive knowledge of **Online Marketing and Sales** and magnanimous aptitude for Field marketing and Sales.
- Strong knowledge of Marketing Psychology, Human Psychology, Consumerism, Communication and Persuasion, Attitude, Perception, Job Stress etc.
(Graduated in Psychology with Highest Marks in Problem Solving, and in Story Writing [2nd Rank for Story Writiing in a class of 60])
- Search engine optimization, targeting keywords, recognizing bid range, Google PPC targeting and first hand experience in campaigning with content advertising platforms like Google Adwords, etc.

EXTRACURRICULAR ACTIVITIES

- Participated in Scout and Guide, Mountaineering and Rock climbing, River Crossing and Target Shooting during School education.
- Participated in preparations for college gatherings and seminars and delivered lectures in English and Hindi on various topics while persuing graduation.

PERSONAL DETAILS

- **Date of Birth:** January 2. 1989
 - **Father's name:** Mr. Ram Singh Sahni
 - **Marital Status:** Unmarried
 - **Education:** Masters in Business Administration & Bachelors in Human Anthropology.
-

PRAKASH SAHNI
