

SUMIT THAKUR

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EDUCATION

- **CENTRAL UNIVERSITY OF HIMACHAL PRADESH (2021-2022)**
M.B.A (MARKETING) , CGPA-7.80
- **J.N.G.E.C SUNDERNAGAR (2015-2019)**
B-tech (Textile Engineering), CGPA-6.86

EXPERIENCE

- **PRESTO STANTEST PRIVATE LIMITED** ||Assistant Marketing Manager
2022 | FARIDABAD| ASIA NO 1 TESTING INSTRUMENTS

Corporates visit in 102 companies [MNC include: - HAVELLS/BISLERI/MOTHERSON/HITACHI/DABUR]

- ◆ Engaged in conversation with Managing Directors and Quality Professions regarding the acknowledgement of insight view of the Organization.
- ◆ Briefing the team about the importance of Quality Management, And how we can help them to maintain their standards.
- ◆ The main idea was to develop the goodwill among customers and word of mouth for the Organization.
- ◆ Conceptualization , Planning and executing the market strategy for the Organization.
- ◆ Ensuring the client retention and fostered long term business relationship, Client Relations.
- ◆ Coordinating the market processes and strategies to outperform competitors.

International / Exports Market and National Market

- Market Lead, Market research working on salesforce with the preparation of Quotation → Proforma Invoice → commercial Invoice → Packaging List → Dg certificate → L.C certificate etc..Monthly and Weekly forecast sales.[Exports documentation]
- Coordination building with Vendors ,dealers, distributors, traders, retailers and customers in the International and National Market.
- Management of supply chain department with the new product requirement to final dispatch of the product.[Product Life Cycle]
- Brief description about the differentiation of instruments related to the key performance indicators.

ACE PRESENTATION to the new customers.

- ◆ Giving a brief description about the journey of the Organization.
- ◆ Acknowledging the customers about the structure and the benefits they will be achieving for the future.

Global Research

- ◆ Research with the latest growth of organizations in ASIA AND AUSTRALIA continents (AUTOMOTIVE, PLASTIC, PET, TEXTILE, PAINT). Primary and Secondary Research.
- ◆ Full structure plan layout for the segmentation and targeting of customers.
- ◆ More than 80+ industrial areas valuation was carried out.
- ◆ Implemented strategic projects based on insight gained.

TOOLS: - MS Excel , Outlook , MS Word , MS Power Point , Salesforce.

PROJECT'S

SWOT Analysis, BCG MATRIX., Porter Five Forces, PESTEL Analysis, VRIO Framework, Porter 5 Forces

- **REGNANT ACROSS LIMITED| INTERN**
2022 ||CHANDIGARH
 - ◆ Prepared a strategy for retail marketing.
 - ◆ Segmentation of customers with respect to salary and generated lead for sales., with the gaining of knowledge of import and export of products;
- **SALUJA EXIM LIMITED | INTERN**
2019 | LUDHIANA
 - ◆ Studied the production line and working mechanism of Cotton spinning and weaving. (full study of machines from its raw material to final product).
 - ◆ Assisted the quality department with working on F.A.S.T (Fabric assurance by sample testing) machine.
 - ◆ Developed a strategy to minimize the waste product by using the by product of spinning machines in designing and weaving department (reduction of waste product by 15%).
- **BANSAL SPINNING MILLS (2018) | INTERN**
MAY 2018 – JULY 2018 | LUDHIANA
 - ◆ Studied the production line and working mechanism of machines in wool spinning and its quality management.
 - ◆ Assessed and assisted in the major departments of the plant (PRODUCTION/WEAVING/DYEING).Mainly studied about the scouring process of wool.

PROJECT

- Study of thermal properties of rich porous wool yarn fabric.
In this study a wool fabric was prepared with a blend of P.V.A which has led to increase in Thermal properties, tensile properties and elasticity of fabric . [B-TECH-2019] **Dr Dinesh Bhatia**
- Study related to the perceptual study on legalization of hemp cultivation and its economic uses. Research is carried out for the ongoing dissertation project with the help of Google Scholar and Sci hub. Questionnaire was prepared on Google survey form with 210 respondents
Result – Target audience with age groups (20-40) favours the legalisation of hemp. [M.B.A -2022] **Dr Aditi Sharma.**

EXTRA CURRICULARS AND AWARDS

- Trekking and travelling enthusiast.
- **Bronze medal** in Taekwondo championship at National and State level.
- **Worked as Corona Warrior committee member during lockdown at D.C.H.C(Dedicated Covid HealthCentre).**
 - Prepared a list of Covid patients (10-15 patients everyday).
 - Provided full time assistance to healthcare workers.
 - Supply of nutritious food to patients with proper precautions.
- **Member of P.R [Public Relations] committee** in college for organizing Annual Function (TWASK)Collection of fund ₹18,500 from locality in exchange of invitation slips. Providing entry passes ₹21 as monetization to non college members.
 - Flash mob performance at streets.
- **Head of placement committee at college.**
 - Assigned tasks to committee members for update of resume regarding interested candidates for placement. Contacted seniors for the update of vacancy.
 - Vardhaman Spinning mills and Winsome textile industries were called out offering an annual package of 3, 50,000 (7 candidates got placed).
 - Further the off campus placements were done in Bansal Spinning Mills, Shingora Textiles limited, Sharman shawls offering an annual package of 2,80,000(8 candidates got placed), contact was established by Placement teacher with H.R.
- **Participation in first International Math Olympiad**
59th rank in (H.P) and 14,431 rank globally.
- **Participation in 11th National Science Olympiad** 35,484 rank at All India Level.
- Third prize in Essay Writing competition at 12th class.
- Cracked **University Entry Scheme interview** (Armed forces interview) in 2018, Out of 100 aspirants top 10 were selected and shortlisted for SSB interview.
- **Screened in** Four times in India's toughest interview (Attended SSB eight times)