



Kusha Patel

+919219548020

kushap0@gmail.com

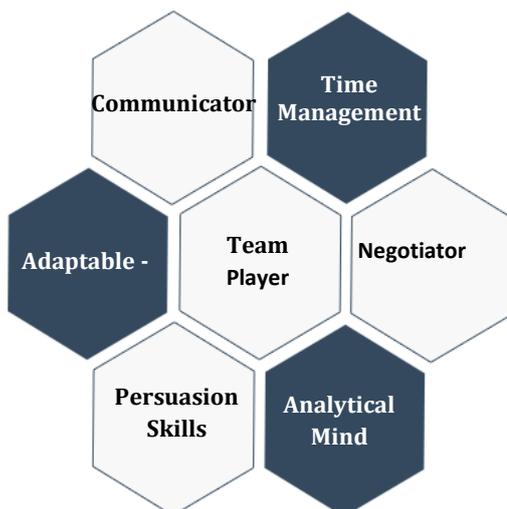
Academic Details

- Pursuing **PGDM in Marketing & Retail Management** from Jaipuria Institute of Management, Lucknow
- B.Com.** from AGDC, under Lucknow University in 2020; secured 53.3%
- 12th** from Emma Thompson School, in 2017; secured 68.6%
- 10th** from Emma Thompson School, in 2015; secured 63.8%

Knowledge Purview

- Business Development
- Lead Generation
- Relationship Management
- Sales Management
- Brand Promotion
- Team Management

Soft Skills



Profile Summary

- An ambitious & hardworking individual with rich academic background & analytical skills; currently pursuing **PGDM in Marketing and Retail Management.** (2021-23)
- I completed my summer internship program in Coca Cola Private Ltd as a Sales and Marketing Intern and my topic was customer service satisfaction level.
- Successfully acquired advance **MS Excel certificate** from Udemy.
- A **quick learner** with skills to work under pressure and meet deadlines.

Internship

Title	- Udaipur Beverages Ltd.
Role	- Marketing Intern
Period	- May 23 to June 23,2022
Learning	<ul style="list-style-type: none"> Increasing knowledge about current customer satisfaction level and improve customer satisfaction. Provide support and service to the clients. Survey and market research. Competitor mapping and Analysis, target oriented.

Academic Projects

Title	- Social Outreach Program
Role	- Volunteer
Period	- 3 days
Learning	- A technique for persuading individuals to donate money or android devices which are no longer in use to help underprivileged children.

Title	- Retail Project
Period	-7 days
Learning	<ul style="list-style-type: none"> Custom staff working style Product handling and Process etc.

Extracurricular Activities

- Contributed as:**
 - Part of volunteering team in SIP and Individual Development Plan
 - Contributed as School Special Perfect
 - Volunteering in Social Outreach Program
- Achievements:**
 - 3rd in speech in school
 - 1st in singing in college
- Activities – participation:**
 - Cross sword, Expression, Sargam, Lets save nature, corporate pounce.
- Interest in-**
 - Listening music,
 - Art and craft,
 - travelling

Personal Details

Date of Birth: --- 23 April 1999
Languages Known: --- English and Hindi
Address: -- 432/6 Kala Kanker Colony, Old Hyderabad, Lucknow_226007

