

# Gauri Shankar Bisht



## Marketing and HR

### OBJECTIVE

I want to work with an organization where I can enhance my skill set and add value to the organization.

### WORK EXPERIENCE

Fresher

### INTERNSHIP

**Company--BRITANNIA INDUSTRIES LTD.**

Received 8 weeks of extensive summer training

**Project Title:** Analysis of marketing strategies of Britannia Industries Ltd.  
Delhi/NCR

#### Learnings

The project was to understand the working of modern trade retail stores & also finding out the various strategies of Britannia & their competitors for future growth & strategy formulation.

**Accomplishments**—Enhanced communication and convincing skills.

### CERTIFICATION

- Digital Marketing (Fundamentals)
- CCC (Course On Computer Concept)

### ACHIEVEMENTS

- Coordinator in 4<sup>th</sup> corporate summit of JIMS
- Participated in inter college competition
- Coordinator in Mr. & Mrs. Excellent competition in IT fest
- Won debate competition

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- 📍 Devpur Kuriya,  
Lamachaur, Haldwani

### PERSONALITY TRAITS

Team Player

Relationship Building

Quick Learner

Adaptability

Managerial Skill

Target Oriented

### EDUCATION

**MBA- Marketing & HR**  
JIM, Ghaziabad

**B.Com Hons.**  
KCMT, Bareilly

**Intermediate**  
KV No. 1, Jodhpur

### INTEREST

Travelling  
Swimming  
Snooker