

Paramveer Singh

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OBJECTIVE

To pursue a challenging career and be a part of progressive organization that gives me scope to enhance my knowledge, skills and reach the pinnacle in the field with determination, dedication and hard work.

AREAS OF EXPERTISE

- Academic Research
- Analysis of data collected and extracting useful information.
- Maintaining relationships with customers.
- Up & cross selling of different type of advertisement plans to customers.
- Develop strong business relationships.
- Teamwork with a professional sales subordinates to ensure achievement of revenue targets, operational goals.

SUMMARY

- Pursuing Doctorate in Philosophy (Ph.D) in Management from Guru Nanak Dev University, Amritsar.
- Worked as Project Fellow – UGC for 2 years
- Worked with Day & Night News for 2 years.
- UGC NET qualified in Management
- Successfully completed MBA (Marketing) from Amity Institute of Telecom Technology & Management (AITTM) from AMITY UNIVERSITY, NOIDA in 2012.
- Successfully acquired BTech (Electronics and Communication) from SBBSIET P.T.U, Jalandhar in 2010.

WORK EXPERIENCE (Five Years)

Organisation: Guru Nanak Dev University, Amritsar (2 Years)

Job Profile: Academic Research, Major UGC project

Role: Project Fellow – UGC

Topic: Status of Healthcare Services in Punjab: A Case Study on Punjab Health Systems Corporation

Organization: Kansan News Pvt Ltd (Day and Night News), 2 Years

PRODUCTS: Video Slots, Ticker, Scroll, Astan Band, L Band, Telemarketing slots, FCTs

Job Profile: Advertisement SALES

Role: Executive-Ad SALES

Key Competencies

- Result Driven.
- Good PR with clients
- Good written & Verbal communication skills.
- Promotes good work ethics & professionalism.

Paper Presented

- Presented a paper on "A report on current health scenario in Punjab vis-à-vis India" in UGC sponsored national seminar organized by School of Social Sciences, Guru Nanak Dev University, Amritsar (Punjab) held on February 24-25, 2017.
- Presented a paper on "Perspectives of CSR Practices in Private Hospitals: A study of hospitals in Amritsar" in UGC-SAP sponsored national seminar organized by University Business School, Guru Nanak Dev University, Amritsar (Punjab) held on March 21, 2018.

Training

- Successfully Completed SIX SIGMA- GREEN BELT from BRITISH STANDARD INSTITUTE (BSI).

MAJOR ACHIEVEMENTS & AWARDS during MBA

- Mr. Fresher and Mr. Farewell
- Honored at the end of MBA programme for Best Stage Performances.
- Finalist in Poem Recitation Competition held by AITTM.
- Participated in many cultural activities.

PROJECT/SUMMER TRAINING DURING MBA

- **Company Name** : Spice Retail Limited
Project Name : Exploratory Research on Mobility Business
- Research on "ANALYSIS OF IMPACT OF CHINESE MOBILE PHONE MARKET ON BRANDED MOBILE PHONE MARKET".

RESEARCH DURING MBA

- Business Plan to open a chain of Retail Stores.

PERSONAL VITAE

Date of birth : 29th September 1987
Marital Status : Married
Languages known : English, Hindi, Punjabi
Nationality : Indian
