

**SHUBHAM NA RAJORE**Course : **MBA (Semester)**, Marketing - School of Business, 2024

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CGPA : 6.5

**ACADEMIC DETAILS**

COURSE	SPECIALIZATION	INSTITUTE/COLLEGE	BOARD/UNIVERSITY	SCORE	YEAR
UG	B.com	St Aloysius College	St Aloysius	59.33 %	2021
CLASS XII		Gurukul Pu College	Karnataka Secondary Education Examination Board (KSEEB)	63.83 %	2018
CLASS X		D.A.V Public School	CBSE	7.4 CGPA	2016

Subjects / Electives	Strategic Managemnt, Brand management
Technical Proficiency	Microsoft Excel, Sales & Marketing, Power BI, Problem Solving, Team Management

SUMMER INTERNSHIP / WORK EXPERIENCE

Store Manager, Khandelwal Super Mart	Jun 2018 - Sep 2021
As an accomplished Retail Sales Executive, I bring a proven record of delivering outstanding customer service and driving sales in dynamic retail settings. Cultivated positive rapport with fellow employees to boost company morale and promote employee retention. With strong interpersonal and communication skills, I excel in understanding customer needs and providing expert product guideline. My extensive knowledge of merchandise enables me to offer detailed information, enhancing customer satisfaction.	

PROJECTS

Optimizing Store Layout to Enhance Customer Experience and Sales - Marketing	Aug 2023 - Nov 2023
The optimization of store layout stands as a pivotal strategy in the dynamic landscape of retail. This comprehensive exploration into the realm of store design and its impact on customer experience and sales underscores the critical importance of creating an environment that seamlessly aligns with evolving consumer preferences.	
Through a thorough examination of literature, consumer insights, and data analysis, we have identified key principles that contribute to successful store layout optimization. The integration of consumer feedback, analysis of performance metrics, and the application of innovative design strategies emerge as cornerstones for achieving tangible improvements.	

EXTRA CURRICULAR ACTIVITIES

Coordinator of event RIDE 2023
Participated in Social activities (Plastic collection for Re-charkha)
Designed Poster and Pamphlets for Khandelwal Super Mart
Runner-Up of Hackathon
Coordinator for Rural Immersion

CERTIFICATIONS

CERTIFICATION	CERTIFYING AUTHORITY
Marketing Strategy Competitive Intelligence	Linkedin learning
Business Development Strategic Planning	Linkedin learning
Leadership Foundations	Linkedin learning
Sales Fundamentals	Linkedin learning

LANGUAGES KNOWN

Hindi, Marathi, English, kannada
