

DHEERAJ KUMAR

BBA STUDENT SENIOR YEAR
SUPPLY CHAIN AND MARKETING MAJOR

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EXPERIENCE

Global Enterprises **2016-2017**
Customer Service Representative

- Responsible for customer complaints pertaining to maintenance
- Correspondence between agents and customer

Nippon Paints **SEPT 2021- FEB2022**
Executive - Trade Marketing

- Hosted events and promotional programs to incentivize contractors, traders, and outlets to purchase the company's product
- Came up with dynamic ways to approach different demographics of potential customers
- Maintained a healthy relationship with company dealers and make sure they are completing targets
- Used dealers to scope out potential leads and visit outlets to fulfill their needs with our product
- Handled all Karachi wide marketing events for the company

ACADEMIC BACKGROUND

Greenwich University **2019 - Current**
Karachi, Sindh
Bachelor of Business Administration (BBA)

- Current CGPA: 2.97
- Majoring in Supply Chain and Marketing
- Ongoing semester: Spring 2022
- Organized relevant events for managerial growth

Government C&S College **2018**
Shikarpur, Sindh
B.A

- Graduated in February-2019

ACCOMPLISHMENTS

- *Brand Ambassador*
(Pakola Pakistan) for
Marketing Mohallah 2017
- *Brand Ambassador* for
Brands Adda 2017

COMPETENCIES

- **Product Marketing** using unique interactive participation techniques
- **Event Management** and **Organization**
- **Research** and **Lead Generation**