

Rahul Handa



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Date of Birth: December 24, 1986

Permanent Address: H. No. 696, Guru Gobind Singh Avenue,
Jalandhar-144009 (PUNJAB)

Career Objective

Seeking professional enrichment in Relationship Management, Sales & Marketing, Business Development, Brand Promotion with an organisation of repute preferable in North India or Delhi .

Career Snapshot

An astute professional with over **Five and a half years of experience**. Presently working with **APEEJAY INSTITUTE OF MANAGEMENT TECHNICAL CAMPUS, Jalandhar**. Demonstrated excellence in Teaching Profession which requires deep understanding of students, their learning methods and providing them with education and knowledge so that they excel in their professional life. A thinker and planner with a flair for charting out educational strategies and contributing towards enhancing marketing skills of students. An effective communicator and a team leader combined with flexible and detail oriented attitude with the ability to interact effectively with people at all the levels.

Academic Credentials

Currently Pursuing Ph.D under Punjab Technical University from January, 2013

Year Of Passing	Exam Passed	University/Board	Institute/College	% Marks Obtained
May 2010	MBA (Marketing)	PTU	D.A.V. Institute of Engineering & Technology, Jalandhar	70 %
May 2007	B.A. (Hons. School) in English	G.N.D.U	Doaba College, Jalandhar	57 %
March 2003	10+2 (Non-Medical)	C.B.S.E	M C M D.A.V. Centenary Public School, Pathankot.	64 %
March 2001	10 th	C.B.S.E	Dr. D R B D.A.V. Centenary Public School, Batala	74 %

Organizational Experience:

Apeejay Institute of Management Technical Campus, Jalandhar (Feb'2011 - Till Date)

Working Location: Rama Mandi, Jalandhar, Punjab

Role: Assistant Professor in School of Management Studies

Job Profile & Key Responsibilities

- Working as an Assistant Professor in School of Management Studies
 - Responsible for imparting training and lectures to students on various marketing subjects like Services Marketing, Advertising and Sales Management, Consumer Behavior , Marketing Management, Business Communication etc.
 - Responsible for Corporate Relations and organizing Industrial Visits, Expert Lectures for students as I am a part of the Corporate Relation Cell of institute
 - Being a member of Admission Cell it is my responsibility to look after new admissions and even make strategies for admission process.
 - Recently organized a National Conference in the institute on Rethink, Redesign and Reinvent Business.

Aman Bhalla Institute of Engineering and Technology, Pathankot (Aug'2010 - Jan'2011)

Working Location: Kotli, Pathankot, Punjab

Role: Training and Placement Officer

Job Profile & Key Responsibilities

- Worked as a Training and Placement Officer
 - Responsible for arranging summer internships and placements for students of B.Tech.
 - Also taught Human Resources Management subject to the students of B.Tech.

DELL, Mohali (Jul'2007 - Mar'2008)

Working Location: Mohali, Punjab

Role: Customer Care Executive

Job Profile & Key Responsibilities

- Worked as a Customer Care Executive
 - Responsible for listening and solving queries of customers regarding their order placing, order delivery and other issues
 - Responsible for follow up with customers regarding their issues and making it sure that their queries have been resolved

- Also got experience as Technical Support Executive as was a part of one of the pilot batch to be imparted with technical knowledge related to faults in DELL Desktops and Notebooks. Thus got promoted to the status of Technical Support Executive and was able to handle both Technical and Customer Care issues

Interglobe Technologies, Gurgaon (May'2007 - Jun'2007)

Working Location: Udyog Vihar, Phase II Gurgaon

Role: Customer Care Executive

Job Profile & Key Responsibilities

- Worked as a Customer Care Executive for United Airlines, USA, Baggage process
 - Responsible for listening calls of customers who travelled by United Airlines and due to some circumstances lost their baggage.
 - Had to create PAWOB for any customer whose bag got misplaced.
 - Responsible for finding customers lost baggage, call airport if necessary and then arrange a delivery or pick up baggage as per customers convenience.

Research Experience

Chapters/Papers in Edited Books

1. "Factors Affecting Impulse Buying Behavior in the Malls With Special Reference to Jalandhar City" published in edited book titled "Strategic Management of Business development: Issues and Prospects" with ISBN No. 978-93-80697-99-4, Published by Excel India Publishers, New Delhi

Research Papers presented in Conferences/Seminars

1. July 2015: Presented research paper titled "Consumer Attitude towards Organic Foods: An Exploratory Study of North India" at International Conference on "Management Practices and Research" held at Apeejay School of Management, Dwarka, New Delhi.
2. March 2015: Presented research paper titled "Managing Competition through Blue Ocean Strategies" at UGC Sponsored National Conference on "Contemporary Issues in Commerce Management & IT" held at Arya P.G. College, Panipat, Haryana.
3. March 2014: Presented research paper titled "Green Marketing A study on Consumers attitude towards purchasing green food" at National Conference on "Innovative Management Practices for Business Excellence" held at GNAIMT, Phagwara, Punjab
4. March 2014: Presented research paper titled "Retail Marketing – New Paradigm Shift" at National Conference on "Innovative Management Practices for Business Excellence" held at GNAIMT, Phagwara, Punjab

Trainings Undertaken

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- Have undergone **SIX SIGMA GREEN BELT** program training, conducted by **TQM International Pvt. Ltd.**, from 10th to 14th March, 2015 and have been even certified by **MOTOROLA SOLUTIONS** for it.
- Have successfully completed **LEAN MANAGEMENT TRAINING** conducted by **TQM International Pvt. Ltd.**, on 15th March, 2015 and have been certified for it.
- Done six weeks summer training from 22nd June 2009 to 31st July 2009 in Punjab Kashmir Finance, Jalandhar and undertook the project “**Marketing in NBFC – Commercial Vehicle Financing – A Comparative Study**” as a part of MBA 1st year.
- Have successfully completed my Final Project on the topic “**Ethics in Advertising- A Study of Broadcasting Media of India**” under the guidance of my experienced faculty as a part of complete fulfillment of MBA degree.

Leadership Experience

- Worked as Placement Cell Coordinator and also coordinated youth festival, held at D.A.V. Institute of Engineering & Technology, Jalandhar, during my MBA.
- Received Best Trainee Award Certificate in Communication Skills from the lot of 100 candidates and recognized as Best executive for customer satisfaction on the floor.
- During my tenure at DELL, I was promoted to serve as Technical Support Expert due to my functional efficiency.

Personal Information

Father’s Name : Mr. Ravi Handa

Mother’s Name : Mrs. Shabnam Handa

Marital Status : Married

Languages Spoken : English, Hindi & Punjabi

Academic References

- Mr. Ramnik Sobti, Business System Consultant, NIIT Technologies, Greater Noida. Contact:09560835712 Email: ramnik.sobti@fiserv.co.in
- Dr. Anil Soni, Associate Professor, DAVIET, Jalandhar. Contact:08146100679 Email: anil.daviet@gmail.com

(Rahul Handa)

Dated: _____