

# SANCHITA LAL

## POSITION NAME: Sr. Research Associate

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- Conduct research on various aspects of Service Industry
  - Graphs and text translations of the findings
  - Analyze, evaluate and interpret research results
  - Coordinate with different teams on research design
  - Interact with clients and other research personnel
  - Handling day-to-day operations
  - Accountable for achieving assigned tasks
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## CORE COMPETENCIES

- Creative Team Leadership
  - Fostering Teamwork
  - Excellent communication
  - Strategic Thinking
  - Stress management
  - Flexibility
  - Empowering others
  - Content Designing
  - Interpersonal Awareness
  - Building Collaborative Relationships
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## SKILL SUMMARY

- Energetic, adaptable and versatile Marketing Professional with Masters in Marketing.
  - Demonstrable ability in assessing problem areas and offering recommendations resulting in increases in productivity and profitability.
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## CAREER PROGRESSION

### **Organization: International Chamber for Service Industry**

Profile: Research & Development

Designation: Senior Research Associate

Duration: April 2016- Onwards

Job Roles & Responsibilities: Mentioned above (Heading 1: Position Name)

### **Organization: ITFT College**

Profile: Teaching

Designation: HOD Management

Duration: June 2012- February 2016

### Job Roles & Responsibilities:

- Lecture Delivery and Research
  - Handling day-to-day department operations
  - Accountable for achieving assigned tasks
  - Responsible for student counseling and grievance handling

### **Organization: Axis Bank Limited**

Profile : Sales

Designation: Assistant Manager Priority Banking

Duration: June 2011- January 2012

Job Roles & Responsibilities: - Promotion and Selling the core and ancillary products.  
-Customer Servicing  
- Strategy Formulation  
- Training to team members

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## **KEY ACHIEVEMENTS /ACCOMPLISHMENTS /AWARDS**

- UGC-Net Qualified
- Awarded Merit Scholarship ( 3<sup>rd</sup> Semester MBA )
- Awarded Merit Scholarship ( 4<sup>th</sup> Semester MBA )
- Certificate of participation in New Product Development in Science and Technology Fest 2009.
- Certificate of participation in National Seminar on Food Biotechnology present scenario.

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## **TECHNOLOGICAL SKILLS**

- Google Certified Trainer-Basic Level
- Comp Proficiency: Basic Computer Skills
- Software's: Open Office, Google Desktop, Photoshop.

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## **EDUCATIONAL QUALIFICATIONS / CERTIFICATIONS**

### **Masters Degree:**

May 2009-Feb 2011

IBS Chandigarh

### **MBA in Marketing:**

I specialized in marketing and we were given a rich exposure to the theory and practice in core marketing areas. I also offered supporting courses in finance, human resource, operations, computers, legal environment and accounting.

**Subjects:** Business Strategy, Corporate Governance And Ethics, Advertisement Management, International Marketing, Consumer Behaviour, Retail Management, Services Marketing, Management control System And Product Management.

**CGPA: 8.10**

**Bachelors Degree:**

April 2006-May 2009

MCM DAV College, Sector 36, Chandigarh

**Bachelor of Science (B.Sc.)**

**Marks: 82%**

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## **TRAININGS/SEMINARS/WORKSHOPS**

### **SUMMER TRAINING:**

Organization: **Hindustan Times Media Limited**

Project Title: **“Determinants of Newspaper Sales Volume.”**

Designation: Summer Trainee

Duration: 14 Weeks (16 Feb, 2010 - 22 May, 2010) during MBA Programme

### **Tasks undertaken during training:**

- **Business Development**
  - Space Selling
  - Generating Queries
- **On the Job Training**
  - Event proposals for HT Interact clients
  - Work with the marketing team on innovative products
  - Key account acquisition & management
- **Research Project**

### **SEMINARS/WORKSHOPS/CONFERENCES**

- Buddha Purnima Celebration- Dialogue on Buddhist Heritage & Pilgrimage Journey, Connecting India(NER)- ASEAN – South Asia – East Asia, New Delhi
  - Participated in Google Summit 2014(Google in Education).
  - International Conference on Skilling India for Health, Wellness & Medical Tourism Industry: Prospects & Challenges, New Delhi.
  - Sikkim Business Summit 2012,Sikkim
  - Participated in Sensitization Workshop on AIDS.
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## **PERSONAL DOSSIER**

- Husband Name: Mr. Gaurav Kumar
  - Occupation: Business Research Analyst
  - Fathers Name: Mr. Sunil Kumar
  - Occupation: Banker
  - Mothers Name: Mrs. Dajeet Kaur
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- Occupation: Govt. Job
  - Date of Birth: 5th February, 1989
  - Nationality: Indian
  - Blood Group: B+ve
  - Marital Status: Married
  - Language: English, Hindi and Punjabi (spoken)
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