

# PANKAJ THAKUR

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## OBJECTIVE

To utilize my MBA specialization in Marketing and Finance to contribute effectively to an organization, while continuously learning and developing my skills to support both organizational success and my professional growth.

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## EDUCATION

### Master of Business Administration (Marketing & Finance)

Govt. College Dhaliara, Sardar Patel University, Mandi (SPU)

**Result awaited**

### Bachelor of Commerce (B. Com)

B.K.R Govt. Degree College Dada Siba, Himachal Pradesh University, Shimla (HPU)

**CGPA: 6.36 | Year: 2022**

### +2 (Higher Secondary)

B.K.R Govt. Sr. Sec. School Dada Siba, Himachal Pradesh Board of School Education, (HPBOSE)

**Percentage: 57% | Year: 2018**

### 10th Grade

New Jain Public School, Punjab School Education Board. (PSEB)

**Percentage: 70% | Year: 2016**

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## INTERNSHIP EXPERIENCE

- **Position:** Digital Marketing Intern
  - **Company:** ThinkNext Technology Pvt Ltd
  - **Duration:** January 2024 – February 2024
  - **Skills Gained:** **SEO**-Making a website show up higher in search engine results. **Google Ads**- Paying to place ads on Google to attract visitors.
  - **Project:** Analyzed consumer behavior in digital marketing
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## PROJECT WORK

- **Project Title:** Customer Satisfaction Towards Hyundai Vehicles
  - **Company:** Hyundai Motors
  - **Description:**  
Conducted a detailed study to evaluate customer satisfaction with Hyundai vehicles, focusing on key factors such as vehicle quality, customer service, and the influence of advertising. The project aimed to identify areas for improvement and provide actionable insights to enhance customer satisfaction and optimize marketing strategies.
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## SKILL

- Basic computer knowledge
  - Tally
  - SEO, Google Ads
  - Market research, Consumer behavior analysis
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## STRENGTHS & HOBBIES

- Hardworking, punctual, honest, and strong communication skill.
  - Art, traveling, cooking
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## PERSONAL DETAIL

- **Father's Name:** Sh. Kuldeep Singh
- **Date of Birth:** 12-07-2000
- **Address:** KANGRA, Himachal Pradesh
- **Marital Status:** Single

Date: .....

place: .....