

# **SENIOR PROFESSOR- Marketing Management Professional**

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Add: xxxxxxx USA Mobile: xxxxxxxx Email: xxxxxxxx@yahoo.com

**Marketing Management professional** with profound knowledge of all management subjects; successfully impart education and coaching using modern methods. Possess over 8 years of experience in coaching management students to achieve success. Currently pursuing Ph.D (social media marketing & its impact on consumer buying behavior). Possess exceptional managerial, leadership, marketing and negotiation skills to lead the organization in progressive business growth and timely achieve all targets. Pursuing a senior level position as Director of Consumer Marketing/Communications/P.R. in a reputed organization in **Chicago**.

### **CAPABILITIES & SKILLS**

- ❖ **Analyze, Plan, Implement** and employ proactive management, strong leadership techniques and people management skills.
- ❖ **Demonstrated** Strong creative, strategic, analytical, organizational and personal sales skills.
- ❖ **Comprehensive** knowledge of a wide range of marketing techniques and concepts, design and execution of marketing, communications and public relations activities.
- ❖ **Excellent** communication and interpersonal skills. Demonstrate creativity, initiative, good judgment and the ability to express thoughts clearly and simply. Work well under pressure.
- ❖ Effectively **analyze, compile** and **synthesize** data into written reports, write press releases, make presentations and negotiate with the media.
- ❖ **Comprehensive** presentation, negotiation, and team building qualifications.
- ❖ **Work efficiently & effectively** as a self-starter and able to manage multiple tasks simultaneously.
- ❖ **Computer skills include** Microsoft Office (Word, Excel & PowerPoint), email & Internet.
- ❖ **Language skills** - Proficient in English, Hindi, Gujarati and French.

### **KEY ACCOMPLISHMENTS**

- ❖ **Chair person** of Final Placement Committee (2010 - 12)  
School of Management, xxxxxxxxxxxx, India.
- ❖ **Manuscript Reviewer** of “The McGraw-Hill Companies” Organizational Behavior (since June 2011).
- ❖ **Editorial Committee Member & Reviewer** of Research Paper “International Journal of Commerce and Accounting Research (since August 2011).
- ❖ **Programme Coordinator** (2010 - 11)  
School of Management, xxxxxxxxxxxx, India.
- ❖ **Organizing Committee member** of Carnival held in xxxxxxx city, in association with xxxxxxx Chamber of Commerce and Industry (2010).
- ❖ **Editorial Board Member**, Journal of xxxxxxxxxxxx University, xxxxxxx, India (2010).
- ❖ Chair person (SIP Committee) School of Management, xxxxxxxxxxxxxxxx University (2008 - 10).
- ❖ **Examination Paper Setter & Examiner** at the xxxxxxxxxxx University of xxxxxxx, India (since 2009).
- ❖ **Organizing Committee member** of 6<sup>th</sup> Vibrant Industrial Exhibition organized by xxxxxx Chamber of Commerce & Industry at xxxxxxxx Ground, xxxxxxxxxxxx, India (2009).

### **EDUCATION**

**Ph.D** (social media marketing & its impact on consumer buying behavior)

xxxxxxxx Technological University, xxxxx, India (expected course completion - 2015)

**M. Phil** (Management) - xxxxxxxx University, xxxxxx, xxxxxxx, India (scored 65% marks)

**M.B.A** (Marketing Management) - xxxxxxxx University, xxxxxx, xxxxxxx, India (scored 64 % marks)

**M.Com.** (Marketing Management) - xxxxxxxx University, xxxxxx, xxxxxxx, India (scored 66 % marks)

**B.Com.** (Accounting & Auditing) - xxxxxxxx University, xxxxxx, xxxxxxx, India (scored 58 % marks)

## PROFESSIONAL EXPERIENCE

<b>Professor</b> (Post Graduate Diploma in Marketing Management) xxxxxxx University, xxxxxx, xxxxxxxx, India.	Sept 2011 to July 2013
<b>Professor</b> (Managerial Economics and Marketing Management) xxxx Institute of Management Studies, xxxxxxxx, India	Aug 2006 to Sept 2013
<b>Lecturer</b> ( Management, Marketing Management & Service Marketing) xxxxxxxxxx College, xxxxxxxx, India.	Aug 2006 to Feb 2008
<b>Lecturer</b> (Master of Business Administration) School of Management, xxxxxxxx University, xxxxxxxx, India.	Mar 2004 to May 2012

## COMPUTER COURSES

CIC (certificate in computing) examination from IGNOU  
CWC ( certificate in web curriculum) from NIIT

## PROFESSIONAL TRAININGS ATTENDED

<b>“Marketing Research”</b> (Three Days) Institute of Management, xxxxxxxx University of Science & Technology, xxx, India.	2009
<b>“Global Meltdown – Recession and Recovery”</b> (Three Days) Indian Institute of Management (IIM) xxx, India.	2009
<b>“Research Methodology”</b> (One Day) xxxxxx institute of Management xxx, India.	2008
<b>“Emerging Trends in Sales and Distribution Management”</b> (One Day) ICFAI National College, xxx, India.	2008

## PUBLICATIONS

- ❖ A Comparative study on Innovative Healthcare Sector; India Vs Canada
- ❖ A study on Internet banking adoption by banks and customer response in xxx, India.
- ❖ “Mobile Phone Marketing: An Analytical Study on Consumer Perceptions with special reference to xxxxxx city”
- ❖ Perspective on emergence and growth of Microfinance.
- ❖ Globalization and Its impact on Insurance industry of India

## PAPERS PRESENTED IN CONFERENCES

### International

- ❖ Customer Satisfaction of Internet Banking and Theory of Big Push; An Analytical Study with special reference to xxxxxxxx City - Ninth AIMS International Conference on Management
- ❖ A study on Internet banking adoption by banks and customer response in xxxxxxxx - AIMS International Conference on Value-based Management.
- ❖ Economic Reforms and Regional Disparities in India - AIMS sixth international conference.
- ❖ Microfinance; where did we go wrong? - AIMS sixth international conference.

### National

- ❖ Public Private Partnership in Healthcare sector in xxxxxxxx: Current scenario and future prospects - Department of Economics, Christ University, xxx, India.
- ❖ Innovation in Healthcare Sector of Gujarat - 16<sup>th</sup> Innovation Conference.

**REFERENCES** - Available upon request.