

**SIDHARTH RANJAN SAHU**

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**CAREER OBJECTIVE** :

To secure a challenging position where I can apply my knowledge and skills to contribute towards the accomplishment of organization as well as increase my domain knowledge as I will pass through various phases of life.

**EDUCATIONAL QUALIFICATION :**

* 2019-21 : Masters of Business Administration (MBA) with Marketing and Finance specialization paper at Astha School of Management , Bhubaneswar ( Affiliated to Biju Patnaik University of Technology (BPUT) , Odisha & approved by All India Council for Technical Education (AICTE) , New Delhi ) .
* 2016-2019 : BBA from Khallikote University
* 2014-2016 : 12th commerce from Khallikote junior college
* 2014 : Completed 10th from Maa Saraswati Vidya Mandir in 2014

**WORK EXPERIENCE :**

* Worked as a Business Development Associate in BYJUS
* Worked as a Digital Analyst in Reliance Digital for 10 months
* Worked as a Sales and Marketing Specialist in Pegasus educational institution and

consultancy for 5 months

**EXPERIENTIAL LEARNING :**

SUMMER INTERNSHIP PROGRAM :

Completed a 45-day summer internship program with the following details :

**DURATION :**

5th May to 20th June

**TOPIC :**

Revisiting 7 P’s of Service Marketing in the wake of covid19.

**OBJECTIVES :**

* To understand the concepts of 7ps of Service Marketing.
* To find out those service sectors which have been badly affected due to covid19.
* To find out the P’s whose relevance diminished due to this covid19 pandemic situation.

**FINDINGS :**

* Restaurant , hotel , healthcare and educational sectors are the most affected service sectors due to this covid19 pandemic situation.
* Out of the 7p’e people & physical evidence lost their relevance due to this covid19 pandemic situation.

**FIELD STUDY :**

A comparative analysis of snack brands available in the bbsr market.

**ACHIEVEMENTS & CERTIFICATION :**

* Inter district cricket championship (2017)
* Awarded as Mr.fresher in BBA fresher’s party.
* Awarded as Mr book worm in BBA farewell
* Rajya Puraskar for scout in 2014
* 800 meter running 1st position (sikhya bikash samiti 2012)

**TECHNICAL PROFICIENCY :**

* Business Analysis from PRO IBA institute
* Business Analysis from PRO IBA institute
* PGDCA form SOC

**PERSONAL DETAILS :**

FATHER’S NAME :

Surya Narayan Sahu

MOTHER’S NAME :

Jayanti Sahu

ADHAR CARD NO :

206325712630

PAN CARD NO : LANGUAGE :. HOBBIES : cricket , gyming

NDTPS5511P

English , Hindi , Oriya

Reading news , inspirational quotes , life lesson quotes , both watching and playing

Date : 15.12.2022

Signature

Place : Hyderabad

Sidharth Ranjan Sahu