

CURRICULUM VITAE

Naveen Daniel

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OBJECTIVE

Seeking a career that gives me rich exposure through diverse assignment and working with people of high caliber. I would constantly look out for challenges, which would help me to achieve my personal and professional goal.

EDUCATIONAL QUALIFICATION

PGDM-Post Graduate Diploma in management Marketing and Operations Management	Thiagarajar school of management, madurai	7.2/10 CGPA
B Tech –Ceramic Technology	AC Tech ,Anna University ,Chennai	7.2/10 CGPA
HSC	SLB GHSS,Nagercoil	89%
SSLC	SLB GHSS,Nagercoil	90%

COMPUTER SKILLS

Platform : All Windows Platform
Package : MS Office (Word, Excel, Power Point & Outlook)
Software : Adobe Photoshop

EXPERIENCE:

- Customer Development internship at Colgate Palmolive India Ltd(FMCG) from April 2018 till October 2018

SUMMER INTERNSHIP PROJECT

- Project based on the income level and intensity of sport practice affect the spending behavior of people towards sports goods
- Designed and Administered survey among 72 Sports Persons and Identification of factors that contribute less spending

MANAGEMENT PROJECTS DONE:

- **Development of business model plan for setting up an exclusive retail store for country chicken**-Identification of the pain point, Unique Selling proposition and other market research activities that is required to set up a new store
- **Market Research about the pricing methodology** of Benzoin Resin in south madurai-carried out in south madurai area regarding the price changes in various seasons
- **Service marketing project at INOX cinemas** regarding the service delivery

ONLINE CERTIFICATIONS:

- Online marketing fundamentals in digital marketing
- Digital marketing level 1 from digital Deepak foundation
- Google analytics beginners certification

OTHER ACTIVITIES/SKILLS/RESPONSIBILITIES UNDERTAKEN:

- Equipped with Photoshop skills and done designing works
- Does freelance content writing works
- Have written College blogs, A Recent Blog-
<https://tsmdiaries.wordpress.com/2017/08/24/the-sarahah-sensation/>
- Completed Online marketing fundamental certification from digital Deepak foundation ,Basic digital marketing certification
- Secretary of TSM Sports Club and Organized Various events
- Represented Chennai Police Hand ball team from 2012-2015
- Organized Various events and worked as volunteer in many events in college
- Member of Indian Ceramic society
- Member of Red cross and participated in state level camps

Place:

Naveen daniel