

PERSONAL PARTICULARS

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CAREER OBJECTIVE

To apply the knowledge and skills developed through my university degrees to an exciting position in the industry. I am especially interested in working in Marketing and Operations where I can apply my knowledge and gain further skills, enabling me to contribute to the organisation's strategic goals.

CAREER SKILLS

- Operation & Data Management
- Market Planning
- International Marketing
- Market Research
- Liaising of different department
- Digital Marketing
- Event Planning & Management
- Branding & Communication

EMPLOYMENT HISTORY

01 st April 2018 to 31 st March 2020	GM Sales, Marketing & Operations Capital Hotels (Memories Events)
13 th Oct 2014 to 31 st March 2018	Sales & Marketing Manager Moments Catering
31 st March 2014 to 9 th October 2014	Marketing Executive Flourish PureFoods Pvt. Ltd.
01 st March 2010 to 30 th March 2014	Sales Executive E-media AdCom Pvt. Ltd., Ahmedabad
Oct 2009 to Feb 2010	Sales Executive Royal Orchid Hotels, Ahmedabad

EDUCATIONAL BACKGROUND

2010 – Diploma in Entrepreneurship Development (Batch 1)

Ahmedabad Management Association (6 months)

2010 – Diploma in Corporate Communication & Advertising (Batch 21)

Ahmedabad Management Association (6 months)

2007 – 2009 International Masters of Business,

Griffith University

Specialization: Marketing Management

Key Subjects

- Advanced Consumer Decision-Making
- Services Sector Marketing and Operations
- Branding
- Retail Branding and Innovation
- International Marketing

Key Skills developed

- Introduced to marketing theories and practices relevant to an international context
- Developed understanding of the complexities of marketing products and services internationally;
- Developed knowledge of market segmentation, targeting, positioning and marketing mix and its applications in international markets;
- Overview of the managerial roles involved in implementing marketing strategies in overseas markets and an appreciation of the role marketing plays in the world economy and society

2004 – 2007, Bachelor of Science in Hospitality and Hotel Administration

National Council of Hotel Management and Catering Technology, India

Specialization: Front Office Management, Strategic Management

2003 – 2004, Higher Secondary Education (XII Grade)

Asia English School, Gujarat State Education Board, India

Specialization: Business Mathematics, Accountancy

WORK PLACEMENT

- Work Integrated Learning in Brisbane Marketing, Queensland for 11 weeks from 2nd March 2009 – 14th May 2009
- Industrial training in Country Inn & Suites, By Carlson, Jaipur for 20 weeks from 09th May 2005 – 30th September 2005
 - Trained in all major departments including Food and Beverage Service, Front Office, Food Production and Accommodation Operations.
 - Additionally trained in the Purchase department and awarded an appreciation letter for my work.

LANGUAGES KNOWN :

Can fluently Speak, Write and Read - English, Hindi & Gujarati

VOLUNTEER EXPERIENCE

2009

- Worked in Brisbane Marketing as Marketing Executive

2008

- Participated in 2008 Gold Coast Challenge
- Worked as a Special Events Assistant
- Awarded recognition and appreciation certificate for volunteer

2005-2006

- Participated in Parsi Theme, Food Production Team

2004-2005

- Hosted Management Game, part of Housekeeping Role Play

PROJECTS UNDERTAKEN

- Research Project on the feasibility of “Opening of a Dessert Lounge in Ahmedabad-All That’s Sweet!!!”
- Survey project on calorific value of Indian Culinary Recipe in 2nd year.
- Survey project on Food & Beverage Service Department on Hotel Le Meridien, Ahmedabad in 1st year

ADDITIONAL RELEVANT SKILLS

Computer skills

- Highly proficient in Microsoft Office
- Intermediate level in multimedia tasks like photo, sound, and video editing as well as animation projects

Communication and other interpersonal skills

- Good communication skill including writing clear and concise report
- Proven commitment to customer service and teamwork
- Ability to communicate with high calibre of clientele
- Good performance in team and time management
- Establishing networks