

Himanshu Rattan

himanshurattan2@gmail.com

Contact No: - +91 8872143251

Date of Birth: 09-07-1994

Marital Status: Married

Plot No. 62/63. Green Enclave, Haibowal Kalan, Ludhiana.



Work Experience:

INTERNATIONAL MARKETING EXECUTIVE: EASTMAN IMPEX (Auto Tyres),
Ludhiana.

AUGUST 2018 - PRESENT

- Developed Strategy and managed market communication that drove product demand.
- Penetrated New segments through use of strategic marketing initiatives
- Tiered pricing and feature recommendations to management and cross-functional team
- Performed through market research and competitive analysis to understand and effectively communicate product value proposition.

MARKETING ASSISTANT EXECUTIVE: FRIENDS INTERNATIONAL, LUDHIANA

June 2017 - July 2018

- Support marketing executives in organizing various projects.
- Communicate directly with clients and built trusting relationships with them.
- Research Competitive solutions and maintained competitive market comparisons and evaluations.

Education:

- **Punjab Technical University, India**
Masters of Business Administration (International Business) September, 2015 — Play, 2017, Cumulative GPA — 6.59/10
- **Punjab University Chandigarh, India,**
B.Com, July, 2012 — June, 2015, Cumulative GPS — 6.3fi/10

Expected Remuneration:

- Negotiable based on the company compensation package.
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Skills and interests

- **Languages:** English, Punjabi and Hindi (Fluent)
 - **Microsoft office:** Word, Excel and PowerPoint
 - **Abilities:** Teamwork Grasping Power, Analytical Skills
 - **Hobbies / Interest:** Internet Surfing, Cricket.
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Date: -

Signature: - Himanshu Rattan