



JAMAL MOHAMED COLLEGE (Autonomous)

EMPLOYABILITY SKILLS ENRICHMENT PROGRAMME

Presented by

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Employability

- Is used to describe the positive work behaviors and personal qualities which make individuals more likely to gain employment and succeed in their chosen career

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SKILLS (TECHNOLOGY / FUNCTIONAL)

Digital Marketing	●●●●●
Marketing Campaigns	●●●●●
Event Coordination	●●●●●
Inter Department Liaisoning	●●●●●
Administrative Assistance	●●●●●
Communication	●●●●●

POSITIONS OF RESPONSIBILITY

- Head of the Marketing department of College Placement Cell.
- Head of the debate society of college.

VOLUNTEERING

- Volunteered in college MUN.

LANGUAGES

- English (B1), French(A1), Hindi(native)

PARTICIPATIONS / SPORTS

- Active member with AIESEC IN DELHI IIT.
- Part of college photography team.
- Head of the College Basketball team.

INTERESTS

- Crypto Currency

SHORT SUMMARY / INTRODUCTION

Performance oriented professional, proficient in conducting market research and coming up with latest trends and marketing techniques that foster company's revenue. Practical exposure in enhancing internal and external coordination in an organization. Deft in pitching people and organizations to effectively realize given targets within the stipulated time.

EDUCATION

BBA ▶ New Delhi Institute of Management	2018
Higher Secondary Certificate ▶ Gyannath Public School	2015
Secondary School Certificate ▶ Gyannath Public School	2013

PROFESSIONAL ENHANCEMENTS

Certifications	• Advanced Computer Course from NIIT.
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EXPERIENCE / INTERNSHIP

Intern ▶ The Qunit	Jan 2017 – Jul 2017
<ul style="list-style-type: none">• Suggested on developing engaging online content including clickbait, forums, videos, graphics, and blogs• Researched on new social media sites, web technologies, and digital marketing trends to support company's marketing objectives• Assisted supervisors with coordinating across departments to ensure timely preparation of digital assets	
Marketing Intern ▶ Decathlon	Jun 2016 – Aug 2016
<ul style="list-style-type: none">• Worked with the marketing team to conduct sports related surveys to understand customer behaviour• Acquired skills in generating interest and increasing participation in sports through effective promotion and marketing campaigns• Liaised and worked with relevant organizations including youth services, schools, clubs, sports coaches and sports council to organize marketing events.• Gained knowledge in undertaking administrative tasks and writing reports and press releases	

Involves skills which are needed to be effective in any job market or workplace, examples include:

- Attendance
- On-time Arrival
- Meeting Deadlines
- Working Toward Personal And Team Goals
- Ethical Use Of Technology

Employability Skills include the following:

- Professionalism
- Effective communication
 - Ethical behavior
- Academic preparation
- Critical thinking
- Problem solving
- Teamwork

Leadership

- Time Management
- Knowledge Of Technology
- Stress Management
- Work-life Balance
- Productive Work Habits

Professionalism

- Is a specific style of behavior in the workplace
- Is performing in a manner appropriate for the profession and workplace
- Can be conveyed through dress, speech and manners appropriate to the profession