



NAAC ACCREDITED 'A++' GRADE COLLEGE

2022-23

Name of the Department/Society: MarkUs- The Marketing Society

Name of the Event: CV Building Session

Date of the Event: 18th November 2022

CV Building Session: The Marketing Society, Hansraj College successfully organised an online session on CV building on 18th November 2022. The session was conducted by Mr. Priyank Ahuja, Product Lead at Accenture.

The session was intriguing & insightful with the participation of 100+ attendees. Listening to Mr. Ahuja's experience left an entrancing impression on the attendees.

MARKUS | THE MARKETING SOCIETY
HANSRAJ COLLEGE

CV BUILDING SESSION

18TH NOV
7 PM ONWARDS

GOOGLE MEET

REGISTER NOW!!

SPEAKER
Priyank Ahuja
Product Lead, Accenture
ISB & NUS Alumnus
Speaker | Mentor | Coach
B-School Visiting Faculty

JIYANSHI INDORIA
7015563906
NIDHI SHARMA
6376920976

STAR Approach? (Contd.)

Not STAR approach	STAR approach
<p><i>My greatest professional achievement was turning around the success of my last employer's Marketing department. I joined the company in 2017 and was tasked at developing a new marketing plan for the company. I had no prior experience and it was my first role in a professional setting. The company was struggling with revenues and this marketing plan was supposed to bring in the change. I designed the plan single handedly without any guidance. In the process, I had to work with some people with years and years of experience, which was a bit tough for me since at times they wouldn't listen to my ideas & fall in line with the plan that I made. After a lot of hard work, I did it and its implementation exceeded all expectations as the revenue increased by a lot of amount. Since, I helped turned around a company in my first role, that is my greatest achievement.</i></p>	<p><i>My greatest prof. achievement was turning around the success of my last firm's Marketing dept.</i></p> <p>Challenge: The company was facing operating losses & continuously failed to hit quarterly goals. I was hired fresh from IIT School & it was my first professional role in corporate world.</p> <p>Goal: I'd to devise a new marketing plan to fix a product's revenue. Having full ownership of the project, I had to work with exp. employees & convince them with my ideas.</p> <p>Action: I decided to deep dive in the problem & started by interviewing all stakeholders. On identifying all problems, I launched a parallel marketing campaign which turned our fortunes.</p> <p>Result: In ~6 months, we overtook the revenue goal by 25-29%, with ~\$1m revenue in the pipeline. For my excellent performance, I was recognized as the 'employee of the year'.</p>



NAAC ACCREDITED 'A++' GRADE COLLEGE

CV Building Session Participants

PRINCE SONI	Mohd Jishan	Ishika Thakur	Satyam Arora
Saanvi Gambhir	Divyansh Surya	Aparna Gupta	Simran Thukral
Vanshita nagar	Akshit Saini	Shivam Dhall	Poorva Chopra
Ashish Verma	Riya Dhingra	Dinesh Parwani	Shauryae Bhatnagar
Anushka Sharma	Ashwika Agarwal	Ishani Gaur	Harsh Raj
Akarsh Khurana	Prerna Kapoor	Ashima Tyagi	Jahnvi Soni
Khushboo Nagpal	Priyanshi More	Gitansh Bhola	Radhika Aggarwal
Harshita	Eesha Goyal	Pratham Sehgal	KESHAV AGGARWAL
vanshika gupta	Dhruv Gupta	YASHIKA	Apaardeep Singh Chawla
Meetika Choudhary	Muskan Mehra	SUNIL KUMAR MEENA	Samyak Jain
ISHIKA GUPTA	Rishika Kareer	Arjun Anand	Harsh gattani
Garima Jain	Prerna Ratwani	SHIVAM DHARI	Aditi Arora
Prashant tyagi	Aastik Madan	Manav Anand	Kritika Tomar
Nikhil Kriplani	Nidhi rana	Sahil Bajoria	Vineet Mehta
Sonal kumari	HARPREET SINGH	Himanshu arya	Rhythm Mangla
Advitya	Chirag Verma	Priyanshi Jain	Tanusiya Vardhan
Lakshay	Anvi Garg	Rohit kumar rajoriya	Yatna Jain
Lakshay	Pujita Malhotra	Bhavya Tiwari	PRIYANSHI ANEJA
Jahnvi Arora	Pritibha	MUSKAN ANEJA	Bhavesh Mathuria
Taniya	Sakshi Mahawar	Trisha Pavagadhi	Md Inzewam Ansari
Samarth Aggarwal	Muskan Gupta	Mridul Sachdeva	Krishit Goyal
Anshika Mittal	Ananya Singla	Ayushman Singh Chauhan	Nupur
Pratishtha Maheshwari	Yashasvi Bharti	Snehil Raj	Sourav Mishra
Ujjwal Gupta	Vansh Gupta	Sarthak Singhal	Mehul Rathi
Kartik Singh	Jiya Sardana	Ananya Bathla	Suhani Arora
MUSKKAN BHALLA	Akshay jain	Aishani Katyal	Palak Agarwal
Neeraj Kumar Sahu	KAVALI VIJENDAR	Isha Jain	Trishi Chawla
Tejika Bajaj			