

TILAK RAJ

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PROFESSIONAL SUMMARY

Highly motivated and ambitious MBA graduate with a specialization in **Entrepreneurship and Marketing** from **Chandigarh University**. Equipped with strong analytical, communication, and problem-solving skills, eager to apply academic knowledge and a proactive mindset to real-world business challenges. Seeking a dynamic role in marketing, brand management, or business development to contribute to organizational growth while continuously enhancing personal capabilities.

KEY SKILLS

- Communication skills
- Teamwork
- Adaptability
- Leadership
- Time Management
- Market Analysis
- Sales Strategies
- Business Development
- Customer Engagement

EDUCATION

Master of Business Administration (MBA)

2025

Entrepreneurship & Marketing

Chandigarh University, Punjab, India

- **Relevant Coursework:** Strategic Marketing, Startup Management, Digital Marketing, Consumer Behavior, Business Planning

Bachelor of Commerce (B.Com)

2019

Government College Una, Himachal Pradesh, India

Chandigarh University, Punjab, India

- Specialized in Accounting, Business Law, and Marketing Principles
- Participated in inter-college business quizzes and seminars

DCA - Diploma of Computer Application - 2019

2019

Himachal Pradesh, INDIA

Senior Secondary (12th Grade)

2016

Commerce Stream

Himachal Pradesh Board of School Education (HPBOSE)

Secondary (10th Grade)

2014

Himachal Pradesh Board of School Education (HPBOSE)

Internships & Projects

Marketing Intern

6 Months

Entrepreneurship & Marketing

Chandigarh University, Punjab, India

- Conducted market research to support product launch campaigns
- Assisted in creating digital marketing content and social media strategies
- Analyzed competitor data to provide insights to the sales team

Academic Project – Startup Business Plan Development

Chandigarh University, Punjab, India

- Developed a comprehensive business plan for a fictional startup in the eco-friendly product sector
- Focused on market entry strategy, branding, and customer acquisition plans

Languages

- English
- Hindi
- Punjabi