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## Objective:

Results-driven MBA candidate with 3 months of experience in marketing industry, seeking to leverage strong analytical, strategic, and leadership skills in management consulting and marketing strategy. Committed to delivering impactful business solutions and driving organizational growth

## Education:

**Post Graduate Diploma in Management (PGDM) 2023-25 Batch**

**Approved by A.I.C.T.E. passing in May 2025**

**MKES Institute of Management Studies & Research**

- **Relevant Coursework:** Corporate Strategy, Marketing Management, Market Analytics, Media and Communication.
- **GPA:** 7.59

## Bachelor of Management Studies in Marketing:

- University of Mumbai May 2023
- **GPA:** 8.06

## Skills:

- **Analytical Skills:** Data Analysis, Market Research
- **Technical Skills:** [Software/tools relevant to your field, e.g., Excel, Powerbi]
- **Management Skills:** Project Management, Strategic Planning, Leadership, Team Collaboration
- **Communication Skills:** Business Writing, Public Speaking, Negotiation
- **Languages:** English, Hindi, Gujarati

## Certifications:

- Harvard Manage Mentor: Marketing Essentials, Harvard Business School, June-2024
- Management Communications, Harvard Business School, February-2024
- Sustainability in Media and Communication, DISHA NGO, January -2024
- Decision Making, Strategic Thinking, Innovation and Creativity, Leading People, Negotiating, Harvard Business School, December-2023
- Planning Communication, Presenting in Business, Harvard Business School, November-2023
- TEL (Train, Earn and Learn) Skill Enhancement (WIRC of ICAI), August 2021
- Financial Markets course from Yale University (COURSERA), November- 2020

## **Summer Internship Project:**

**Nature's Basket Limited**

**Duration: 2<sup>nd</sup> May 2024 to 31<sup>th</sup> July 2024**

- Development and Launch of an Exclusive Membership Program for Nature's Basket
- **Project Focus:** The internship project revolved around launching an exclusive membership program for Nature's Basket targeting existing premium customers to enhance loyalty and engagement.
- **Research and Analysis:** Conducted market research on luxury brands to identify potential collaborations and benchmarked competing membership programs to inform Nature's Basket's strategy.
- **Brand Partnerships:** Initiated and negotiated partnerships with high-end brands, enhancing the value proposition of the membership program by offering exclusive products and experiences.
- **Customer Engagement:** Designed personalized offers and services based on customer preferences, helping to boost retention and drive repeat purchases.
- **Operational Involvement:** Managed vendor relations, legal approvals, and offer implementation to ensure the seamless execution of the program.
- **Outcome:** Successfully contributed to the design and launch of the membership program, with key insights gained in strategic marketing, project management, and customer loyalty initiatives.

## **Live Project:**

**FinXpert**

**Duration: February, 2024 to March, 2024**

**Understanding and analysing placement expectations and identifying ways to improve them for all Stakeholders**

- To gain some insight into students' expectations regarding placement opportunities.
- To identify the placement objectives of corporate entities the qualities which they want the candidate to have and their expectations to the jobs.
- To explore the placement goals of college placement officers and the challenges faced by them
- Found a solution for the problems faced by all three aspects.

## **Social Internship - S.H.A.R.E**

**Disha NGO**

**7th January 2024 to 21st January 2024**

**Sustainability and Media Communication**

- Developed and implemented media communication strategies to promote sustainability initiatives.
- Engaged with communities to raise awareness about environmental conservation efforts.
- Designed content for digital and social media campaigns aimed at fostering eco-friendly behaviours.
- Collaborated with stakeholders to create educational materials on sustainability practices.

## **Leadership and Extracurricular Activities:**

**KIRAN & MIRAGE (Events of Bachelors in Management Studies)**

- Volunteered as media relations head in an inter college event
- Volunteered as Marketing Subhead in an inter college event

## **Interests:**

- Traveling, which highlights cultural awareness
- Event Planning and management