



Drasti Chandrakant Nishar



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Career Objective:

To secure a challenging marketing role where I can leverage my creative and analytical skills to develop and execute innovative campaigns that drive brand awareness, customer engagement, and measurable business growth for a forward-thinking organization. I am a highly motivated and results-oriented professional with a strong desire to contribute to the success of a dynamic marketing team.

Education:

Post Graduate Diploma in Management (2024-26 Batch) - Pursuing

Specialisation: Marketing

AICTE Approved 2-year Full Time programme

Degree: Bachelor of Commerce (B. Com)

Nagindas Khandwala College, Mumbai passing in May 2024

Higher Secondary Education (12th) - Percentage: 76%

Nagindas Khandwala Junior College, Mumbai passed in May 2021

Secondary School Education (10th) - Percentage: 70.20 %

St. Annes High School, Mumbai passed in May 2019

Skills:

Technical Skills:

- Presentation skills
- Canva
- Micro soft Excel
- Tableau
- Email Communication and etiquette
- SEO and SEM
- YouTube ad runs
- Website creation
- Social media Marketing

Soft Skills:

- Creativity and Innovation Skills
- Storytelling Ability
- Listening skills
- Leadership Qualities
- Better Team Work Management
- Good Communication skills
- Time Management Skills.

Languages:

Languages I know well are **English, Hindi, Marathi, Gujarati, Kutchi.**

Internship Project

1. Company Name: Nutronix Wall Graphics Co. Ltd

Duration: 3rd Jan 2022 –30th June 2022

Title: Digital Marketing Intern

Brief Description of Project: Developed and managed digital content (social media posts, campaigns, and custom designs) to showcase wallpaper products and customization options, improving brand visibility online.

- Supported market research, customer feedback collection and review, and tracked campaign performance to guide strategy, increase leads, and drive sales.

2. **Company Name:** Jenisha Creations

Duration: 5th May 2025 – 5th July 2025

Title: Marketing Intern

Brief Description of Project: **Marketing Intern**, Jenisha Creations (Authorised Dealer of Sundaram Books & Apasra Pencils)

- Created promotional content (social media posts, reels, email campaigns, banners) and designed catalogue layouts, loyalty-card samples, and leaflets to increase brand visibility
- Managed product data (pricing, codes, stock updates, reorder forms) in Excel and Word, supported order processing, and conducted ground surveys & client outreach to inform marketing strategy.

Work Experience:

Company Name: Nemi Digital World

Duration: 2 years (2021-2022)

Designation: Free lensing in digital marketing

Job description: Founded and managed Nemi Digital World, a work-from-home digital marketing company, providing a range of creative and digital marketing services. Key offerings included custom digital design (invitation cards for weddings, inaugurations, brochures) and comprehensive social media marketing to boost brand visibility.

Academic Projects:

Project Title: S.H.A.R.E. Project

Month & Year: (25th November – 7th December)

Brief Description of Project:

- I interned at **Anand Dham: Aastha Charitable Trust**, an organization dedicated to the welfare of mentally challenged individuals, for 15 days. During my internship, I assisted with **data management** by transitioning their manual paper-based processes to a more organized and efficient digital system.
- I also helped in **developing HR policies**, as the organization had not yet established formal guidelines.

Key responsibilities and outcome:

During my 15-day internship at Anand Dham: Aastha Charitable Trust, I was responsible for digitizing the trust's manual data management system, ensuring a more efficient and accessible way to store and retrieve important information. I also helped develop formal HR policies as the organization had no established guidelines in place. By creating structured policies, I aimed to improve staff management, streamline operations, and support the trust's overall efficiency. The outcome of my work was the successful transition from paper-based records to a digital system, along with the implementation of clear HR policies, which contributed to improved organizational processes and allowed the team to focus more on their mission to support mentally challenged individuals

Achievements and Certifications:

- I have got four **Harvard Certifications** for Finance, Management Communication & Quantitative Methods from Harvard Business School.
- I have also completed my certificate course in **Digital marketing**.
- **Google search ads** certification.
- **Content Marketing** certification.
- I have also successfully completed a certificate program on **Smart Sustainability and Innovation from Rochester Institute of Technology of Dubai**.

Extracurricular Activities:

Management Premier League (MPL)

As a member of the **Management Premier League (MPL)** at MKES IMSR College, I actively contributed to various **CSR activities**, such as participating in a beach clean-up after Ganesh Visarjan, organizing tree plantation drives, and visiting a cow shed to feed and care for the animals. My involvement in MPL provided me with opportunities to give back to the community, enhance my peers' management skills, and advocate for positive social change.

Volunteering:

- I have volunteered in managing the **data for the election** of Shree Vagad Visa Oswal Chovisi Mahajan.
- I have been volunteering in **Ajaramar Youths NGO** which focuses on being compassionate for all living beings.

Hobbies:

Swimming, Travelling, Dance especially Garba, Badminton.