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Career Objective: PGDM (Marketing) professional with 3 years of experience in IT, SaaS, and customer success. I enjoy working with clients, solving problems through strategy and collaboration, and creating value by blending business goals with customer needs.

Education:

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

MKES Institute of Management Studies & Research, Mumbai

Specialisation: Marketing

AICTE Approved 2-year Full Time programme

Bachelor of Science in Information Technology - CGPA: 8.73 CGPI

Usha Pravin Gandhi College of Arts, Science and Commerce, Mumbai passing in May 2021

- **Relevant Coursework:** Object Oriented Programming, Database Management system, Data Structures, Business analytics, Artificial intelligence, IT Services Management.

Higher Secondary Education (12th) - Percentage: 73.69%

Shri Tikamdas Purshottam Bhatia Jr College of Science, Mumbai passed in May 2018

Secondary School Education (10th) - Percentage: 85.40%

Dr. Sarvepalli Radhakrishnan Vidyalaya, Mumbai passed in May 2016

Skills:

- **Marketing & Sales:** B2B/B2C Sales, Lead Generation, Digital Campaigns (Email, WhatsApp, LinkedIn), Market & Competitor Analysis
- **Tools:** Zoho, Outlook, DoubleTick, MS Office
- **Core Competencies:** Business Communication & Presentation, Problem-Solving, Customer-Centric Approach, Time Management
- **Languages:** English, Hindi, Gujarati

Internship Project

Nisargopachar Kendra

25th Nov 2024 to 8th Dec 2024

Share Internship

- Developed HR manual and streamlined policies for efficiency.
- Proposed policy improvements, including grievance redressal and welfare programs.
- Enhanced marketing strategies for better content distribution and social media engagement

Synergetics Information Technology Services Pvt. Ltd.

May, 2025 – July, 2025

Digital Marketing and Sales Intern

- Generated ₹8,000 in B2C revenue and nurtured 8 B2B hot leads, with 6 advancing to enterprise-level meetings.
- Conducted lead generation for 200+ B2B and 100+ B2C prospects, leveraging LinkedIn, CRM tools, email/WhatsApp campaigns.
- Proposed strategic marketing initiatives (CEO-led LinkedIn campaign, referral/membership programs, bundled offerings) to boost visibility and engagement.
- Gained hands-on experience in digital outreach, market research, and client communication within IT consulting.

Work Experience:

Nimble Work (formerly Digite)

Feb, 2023-June, 2024

Customer success engineer

- Individually and co-managed 12 customer accounts: 3 SaaS, 7 on-premise, and 2 Kanban, resolving escalations and ensuring client satisfaction.
- Guided clients in Agile/Kanban workflows, applying conflict resolution to strengthen collaboration and adoption.
- Trained client teams on Kanban tools, enabling them to address complex business scenarios more effectively.
- Mentored 2 interns, providing training on product features and Agile practices to support client delivery.

Nimble Work (formerly Digite)

Jan, 2022- Feb, 2023

Functional/Executive Trainee

- Assisted in managing 5+ **customer accounts** by resolving issues and escalations alongside senior team members, ensuring smooth client experience.
- Served as secondary SPOC for team-managed accounts, coordinating with product and engineering teams to address client feedback.
- Supported clients in adopting Agile methodologies and AI-driven solutions, improving workflows and operational efficiency.

Nimble Work (formerly Digite)

July, 2021- Jan, 2022

Intern- functional consultant

- Applied Agile methodologies to solve business scenarios using product capabilities.
- Trained in configurable modules for creating forms, reports, and computational features.
- Developed solution models for complex client issues while proactively learning the company's project Management product and its features.

Strux Inc.

April, 2021-July, 2021

Content writer

- Created digital content for social media and websites, boosting engagement through targeted messaging.

- Collaborated with design and marketing teams to create and execute strategies that significantly boosted social media presence and engagement.

YMG Solutions

Aug, 2020- Oct, 2020

Content writer

- Researched industry-specific topics and created SEO-friendly content that improved organic traffic visibility.
- Developed marketing copy and blog articles that supported product awareness campaigns.

Academic and Research Projects

Zomato's Use of Deepfake AI in Advertising: A Study of Consumer Purchase behaviour and Ethical Implications

2024

- Researched Zomato's deepfake ad through 72 surveys & 5 interviews.
- Found 70% viewed it as unethical, 80%+ saw risk of misinformation, and 88% demanded disclosure.
- Concluded that while the ad was entertaining, it had limited impact on purchase intent (18–24%) and raised major trust and ethics concerns.

Achievements:

- Completed certificate program on Smart Sustainability and Innovation by Rochester Institute of Technology, Dubai

Extracurricular Activities:

- HOD (Hospitality and Finance)-College IT fest Techvanza
- Board of Director: Rotaract Club of UPG
- Volunteer at Lions Club blood Donation Drive, ASBB Beach Cleanup Drive
- Volunteer at Dhadkan-A specially Abled Miracle Program by Rotary Club of Bombay West
- Write blogs at himanidoshi.wordpress.com
- Write up featured in College Magazine
- Participated in College Debates, Open Mics
- Participated in MKES Tree plantation Drive, NL College Job Fair.