



B-12/ 202, Shanti Dham Shri Ganesh CHS Ltd., Shanti Garden, Behind Royal College,

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LinkedIn Profile: [Nidhi Desai | Linked In](#)

Career Objective: Aspiring marketing professional pursuing PGDM with a strong foundation in communication, leadership, and interpersonal skills. I bring proven strengths in teamwork, adaptability, and project management, developed through academic projects, CSR initiatives, and internship experiences. I am eager to apply my creativity, analytical thinking, and collaborative approach to dynamic roles in marketing.

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 Commerce (B. Com) - CGPA: 8.31

KES Shroff College, Mumbai passing in May 2024

Higher Secondary Education (12th) - Percentage: 83.50

KES Shroff Junior College, Mumbai passed in May 2021

Secondary School Education (10th) - Percentage: 70.80

St. John's High School, Mumbai passed in May 2019

Skills:

- **Technical Skills:** MS Excel, Canva
- **Soft Skills:** Communication, Leadership, Team Collaboration, Adaptability, Time & Project Management, Interpersonal Skills
- **Languages:** English, Hindi, Gujarati, Marathi

Summer Internship

- **Organization:** Investmind Financial Services (with 9Point Capital & PNB MetLife India Insurance Co. Ltd.)
- **Duration:** 2 Months (May-July 2024)
- **Role:** Summer Intern - Marketing
- **Key Responsibilities & Achievements:**
 - Executed **mutual fund distributor outreach** across multiple cities using a 5,00,000+ distributor database.
 - Coordinated **investor engagement events** like Bitcoin Pizza Day, enhancing brand visibility.
 - Supported **digital & print advertising campaigns**.
 - Observed **insurance advisory practices** and client need-based selling at PNB MetLife.
 - Gained exposure to **digital asset management**.

Certifications & Additional Qualification

- NISM Series V-A: Mutual Fund Distributors Certification
- Google Ads Certification
- Social Media Marketing Certification
- Content Marketing Certification

Academic Projects:

Live Project:- Consumer Behaviour Study: Zepto's Leap into Luxury

1st January 2025 to 5th March 2025

Conducted primary research with 100+ respondents to analyze consumer perceptions of luxury shopping via quick commerce and segmented buyers into key personas. Proposed strategic solutions (AR/VR try-ons, AI assistants, curated collections) to enhance adoption.

S.H.A.R.E. Project

Duration: 25th November 2024 – 7th December 2024

- **Location:** Jamkhed, Ahmednagar, Maharashtra
- **NGO:** Gramin Vikas Kendra

Contributed to a transformative project in collaboration with Gramin Vikas Kendra, where we successfully completed assigned tasks and gained valuable insights into grassroots-level challenges and solutions. This experience was both eye-opening and impactful, enhancing my understanding of social issues and strengthening my problem-solving and teamwork skills.

Extracurricular Activities:

- **Antrang (College Event):**

Contributed to the Creative Department, where I was involved in the conceptualization and execution of creative elements for the event, showcasing teamwork and innovation.

- **Annual Day – Folk Dance:**

Actively participated in the Annual Day celebration by performing a traditional folk dance, demonstrating cultural appreciation and team collaboration.

- **Management Premiere League (MPL):**

Participated in a competitive event involving a treasure hunt, three CSR activities, and a team-based skit, demonstrating teamwork, problem-solving, and organizational skills.

- **Volunteer – Job Fair:**

Assisted in organizing and managing a job fair conducted by MKESIMSR for graduates from diverse colleges (pass-out years: 2021–2024). Contributed to coordinating activities, ensuring smooth operations, and providing guidance to participants

