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Career Objective:

Eager to apply my analytical mindset, creative approach, and keen interest in consumer behaviour to develop effective marketing strategies. I aim to join a forward-thinking organization where I can contribute to brand development, digital marketing initiatives, and market research while continuously expanding my knowledge and skills in the marketing field. I am driven by data-backed insights and innovative thinking to solve real-world marketing challenges. My goal is to grow into a well-rounded marketing professional capable of leading impactful campaigns and building strong brand equity.

Education:

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

MKES Institute of Management Studies & Research

Specialisation: Marketing

AICTE Approved 2-year Full Time programme

Bachelor of Commerce - CGPA: 6.64 CGPA

V.P. Varde College of Commerce and Economics, Mumbai (May 2021)

Higher Secondary Education (12th) - Percentage: 55.38%

V.P. Varde College of Commerce and Economics, Mumbai (Feb 2018)

Secondary School Education (10th) - Percentage: 79.40%

Mother Teresa Eng Secondary High School, Mumbai (May 2016)

Skills:

- **Technical Skills:** Advanced Computerized Accounting using Tally, MS Word, Advanced Excel.
- **Soft Skills:**
 - **Problem-Solving Abilities** – Ability to analyze complex issues, think critically, and implement effective solutions.
 - **Team Collaboration** – Skilled at working in diverse teams, fostering cooperation, and achieving common goals.
 - **Leadership** – Capable of guiding and motivating others, taking responsibility, and driving initiatives forward.
 - **Time Management** – Strong ability to prioritize tasks, meet deadlines, and balance multiple responsibilities efficiently.
 - **Adaptability & Willingness to Learn** – Open to new ideas, quick to adjust in changing environments, and eager to acquire new skills.

- **Languages:** English, Hindi, Marathi, Gujarati

Summer Internship Project

Company Name: Amul GCMME Ltd

Date: 02nd May, 2025 to 02nd June 2025

Role: Market Research

Key Contributions:

- Carried out a comprehensive field study on Amul's FMCG portfolio across key retail markets in Mumbai.
- Examined brand presence, distribution reach, consumer trends, and retailer preferences, benchmarking against leading competitors.
- Performed retail audits, on-ground surveys, and distributor meetings to gather insights into margins, stock availability, and shelf visibility.
- Recommended improvements including launch of low-cost tetra packs, stronger trade incentives, modernized packaging, and better placement in high-footfall outlets.
- Enhanced practical skills in market research, retail strategy, competitive analysis, and stakeholder communication while applying classroom learning to real business challenges.

S.H.A.R.E (Socially aware Humanitarian Action for a Responsible Enterprise) Project

Date: 24th Nov 2024 to 7th Dec 2024

Trust Name: M.L. Dhawale Trust

We visited all the small businesses that women are doing, we tried to understand all problems they are facing to track the data, and gather the information and make an Income and Expense tracker for all the businesses, that would be easy to understand and convenient to them. We made around 13 to 14 templates, which covered all types of businesses, and we started distributing all the templates and started giving ideas to the potential business which can be grown.

Work Experience:

Company Name: N. A. Sportz Interactive Pvt. Ltd.

Role: Junior Associate – Content

Date: March 2023 – Oct 2024

Work Experience:

- Supported data-driven content strategies to enhance audience engagement and platform performance.
- Collaborated with the content team to create, manage, and optimize sports-related content for digital platforms.
- Contributed to content-related marketing initiatives, aligning with the company's branding and messaging strategies.

Company Name: Wyscout

Role: Sports Analyst

Date: Dec 2021 - May 2022

Work Experience:

- **Data Analysis:** Utilized data analysis tools to evaluate team and player performance, identifying trends and key insights to inform decision-making.
- **Sports Analytics:** Applied sports analytics techniques to assess game statistics, player metrics, and overall team performance, providing actionable insights for coaches, analysts, and other stakeholders.

- **Sports Operations:** Managed daily sports operations, ensuring smooth execution of live events, player data collection, and performance tracking.

Achievements:

- Completed Certification in **Basic and Advanced Tally.**
- Completed Certification **Advanced MS-Excel.**
- Completed Certification program on **Smart Sustainability and Innovation by Rochester Institute of Technology, Dubai.**
- Completed Certification Program of **Sporjo Mentor Program in Operations.**
- Completed Certification in **Content Marketing.**
- Completed Certification in **Google Ads Search.**