VIDHI D. RAJPUT

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Objective:

Innovative PGDM (Marketing) candidate with expertise in digital media and customer retention. Skilled in turning data into impactful marketing strategies and driving business growth through creative campaigns. Eager to bring fresh insights and strategic flair to a dynamic marketing role.

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**: International Marketing , Data Analytics , Integrated Marketing Communication , Strategic Management, Management Communication
- **GPA**: 8.31

Bachelor of Commerce:

- Mumbai University in May 2023
- **GPA**: 7.91

Skills:

- **Analytical Skills**: Subscription Funnel Analysis, Customer Retention Reports, Data Analysis using Mixpanel and Clevertap
- **Technical Skills**: Advanced Excel, Power BI, Mixpanel, Clevertap, Python (OpenCV)
- **Management Skills**: Project Management, Campaign Planning and Execution, Strategic Planning, Team Collaboration
- **Communication Skills**: Business Writing, Public Speaking, Negotiation
- **Languages**: English , Hindi , Marathi , Gujarati

Certifications:

- **AI for Everyone**, Coursera, May 2023
- **Marketing in Digital World**, University of Illinois (Coursera), June 2021
- **Management Communications**, Harvard Publishing Online, July 2023
- **Financial Markets**, Yale University (Coursera), August 2020

Summer Internship Project:

Jio Cinema, Viacom 18
Duration: 6th May 2024 to 5th August 2024
Enhancing Retention Strategies and Customer Insights for OTT Platforms
Role: Part of the Retention Team.
Focus: Direct to Customer (D2C) business strategies.
Key Tasks:

- Conducted OTT platform research.
- Created and analyzed reports on order completions and payment success rates.

- Implemented Excel Macros for data analysis.
- Managed WhatsApp campaign performance and tracked retention metrics.
- Provided data-driven insights for customer retention improvements.

Live Project:
Star Union Dai-ichi Life Insurance
Duration: February, 2024 to March, 2024
Benchmarking Life Insurance Companies
- Conducted a comprehensive benchmarking study of branch ambiance across major life insurance companies for Star Union Dai-Ichi Life Insurance
- Evaluated key parameters, including customer service interactions, security protocols, and physical design elements
- Provided actionable insights and strategic recommendations to enhance customer experience and branch operations

Social Internship - S.H.A.R.E
ML Dhawale Trust
7th January 2024 to 21st January 2024
- Developed solutions to improve ML Dhawale Trust's visibility and engagement with a broader audience.
- Produced and managed a comprehensive inventory of multimedia content showcasing the trust's key initiatives.
- Implemented social media strategies, boosting the trust's online presence, particularly on Instagram.
- Documented and reported on the trust's efforts in malnutrition and self-help groups, providing actionable insights.
- Led the creation and dissemination of impact stories to raise awareness and support for the trust's programs.

Leadership and Extracurricular Activities:
- **Led** the event "One Day @Bschool," achieving a successful execution of the event.

Waste Committee Member
- **Led waste management initiatives** within the college, promoting sustainable practices and responsible disposal methods.
- **Organized awareness campaigns** on reducing waste and improving recycling efforts across campus.

Interests:
- **Reading**, which sharpens analytical thinking and expands knowledge across various domains.
- **Photography**, which enhances creativity and attention to detail.
- **Travel**, which fosters cultural awareness and adaptability in diverse environments.