

PRATIK PRAJAPATI

Master's in Business Administration in Marketing

+91 7046962802

prajapatipratik406@gmail.com

EDUCATION

MBA-Sarva Vidhyalaya Institute of management,Kadi

CPI:

August 2022 – Present

Kadi, Gujarat

BBA-Sarva Vidhyalaya Institute of management,Kadi

CPI:6.78

August 2022 – Present

Kadi, Gujarat

Class 12th School (GHSEB)

Percentage: 56.14%

2018 – 2019

Kadi, Gujarat

Class 10th School (GSEB)

Percentage: 57.00%

2016 – 2017

Mandal, Gujarat

SKILLS

Area(s) of Interest : Analyzing sales and marketing strategies,Product & Brand development, Service and relationship Marketing

POSITIONS OF RESPONSIBILITY

ITC Limited,Ahmedabad (FMCG)

Sales co-ordinator

April 2023

INTERESTS

- Reading books
- Exploring new places
- Listening to music

STRENGTHS

- Workoholic
- Punctual
- Fluent communication

EXPERIENCE

ITC Limited,Ahmedabad

April - 2023

- Interned at ITC Ahmedabad as a Sales Coordinator, contributing to the coordination of sales activities, client communications, and market research. Developed strong organizational and communication skills while supporting the sales team in achieving their targets.
- **Guide:** Dr.Kalpesh Prajapati

PROJECTS

Lean Canvas

August 2022 - January 2023

- Developed a pioneering project during my MBA studies focused on creating an app marketplace tailored for farmers, akin to Amazon. The platform empowered farmers to directly sell their produce while enabling wholesalers and industrialists to procure agricultural goods efficiently. Implemented innovative features to streamline transactions and foster collaboration within the agricultural ecosystem.
- **Guide:** Prof. Akshayy Prajapati

Imoact of social media on youth

January 2022 - May 2022

- Led a comprehensive survey during my MBA program investigating the influence of social media on youth, particularly focusing on the impact of various apps. Findings revealed Instagram as the predominant platform significantly shaping the lives of young individuals. Through rigorous data analysis, we provided valuable insights into contemporary social media dynamics and their effects on youth behavior and preferences.
- **Guide:** Prof. Jaydeep soni