

TRUSHA PATEL

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Career Objective

To apply the best of my knowledge of MBA in an esteemed organization that provides me with the platform for further learning.

Educational Details

Course	College/School	University/Board	Percentage	Year
MBA	S.K. Patel Institute of Management and Computer Studies	Kadi Sarva Vishwavidyalaya	First Class	2017-19
BBA	B.P College of Business Administration	Kadi Sarva Vishwavidyalaya	Distinction	2014-17
HSC	Asia English School	GSHSEB	65.6%	2014
SSC	Sarvayogam School	GSHSEB	66.8%	2012

Areas of Interest

- Advertising
- Sales
- Branding
- Digital Marketing

Personal Qualities

- Quick learner
- Strong Communication
- Good Presentation skills
- Enthusiastic
- Self-motivated

Projects Undertaken

- **Winter Project**

Title: “A winter project carried out for 10 days in Madhur dairy Gandhinagar.”

Company’s Name: Madhur Dairy, GIDC Gandhinagar

Duration: 10 days

Learning: I have learnt the difference between theoretical and practical knowledge along with the techniques to apply the knowledge in the situation accordingly.

- **Capstone Project**

Title: “A study on the effects of watching movies on the youths of Gandhinagar.”

Duration: 6 Months (Conducted during BBA semester 6)

Learning: Got exposed to the method of collecting Primary data and also learned and practiced teamwork.

Work Experience

1. ONE Advertising and Communications Pvt. Ltd.

- I have served as a Client Servicing person there from 5th January 2019 to 20th April 2019.
- I was reporting to the Business Head.
- I have handled clients like Adani, C Somabhai Tea Processors Pvt. Ltd. & GIDM (Gujarat Institute of Disaster Management).
- I was responsible for handling and looking forward to their advertising requirements and communicating with them through telephonic conversation, emails and client meetings as well.

2. Nowfloats Technologies Pvt. Ltd. (Hyderabad)

- Worked as an Intern (Sales Department) for two months from 23rd May 2018 to 23rd July 2018.
- I was responsible for handling new customers and approaching them on telephonic basis as well as personally explaining them regarding the company and its offerings.
- I was also handling existing clients which included client meetings along with the company's sales executive as well as telephonic follow up with the clients.

Achievements

- Got awarded from the college in MBA for Best Summer Project.
- Got scholarship from the University in BBA (1stYear).
- Got recognized in lieu of meritorious performance during 2015-16 by Indian Institute of Materials Management.
- Won second prize in MAGNET 2015-16 organized by KSV in BBA for preparing the PDCA model.
- Won first Prize in the INDIPEX Quiz at State level in stamp design in 2011 by World Philatelic Exhibition.

Participations

- Hosted the Alumni meet 2018 organized by S.K. Patel Institute of Management and Computer studies.
- Participated in the Youth festival 2017, 2018 under the category of Western Group singing held by KSV.
- Entrepreneurship development by Entrepreneurship Development Institute of India (EDI) sponsored by Wadhwani foundation and organized by Kadi Sarva Vishwavidyalaya.
- Participated in Xenesis 2015 organized by LDRP-ITR Gandhinagar.

Personal Details

Address- 702, Labh-shukan tower, Judges Bungalow road, Bodakdev
Ahmedabad -380054

Date of Birth- 11th August 1997

Hobbies- Oil painting, singing, reading, content writing (for own sake)

Languages known- English, Gujarati, Hindi

Reference

Prof. Kavan Rana

Assistant Professor

S.K.P.I.M.C.S

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I hereby declare that the information furnished above is in accordance with fact up to my knowledge and I bear the responsibilities for the correctness of the above mentioned particulars.

Trusha Patel

