

Shraddha Vyas | 24

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Career Summary	<ul style="list-style-type: none">MBA in Marketing, Pursuing Advance Digital Marketing and Graphics course.1.5+ Months Experience Retail sales in Banking and IFA Channel.Internship in Brand and Competitive analysis.Managed timely execution of Marketing Campaigns while Ensuring sales growth were met.ATL BTL TTL Campaigns.
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PROFESSIONAL EXPERIENCE		
Mutual Fund	Management Trainee – AXIS Mutual Fund	
<ul style="list-style-type: none">▪ Axis Mutual Fund▪ Experience of 1 Year 5 Month in Retail Sales.▪ Handling Banking and Individual Financial Advisor Chanel.▪ Met more than 150+ IFA▪ Experience of 2 Cluster and 1 Strategic Branch (Axis Bank South cluster, Axis Bank East cluster) Axis Bank Mani Nagar Branch.▪ BSE NSE Share Market▪ INDEX Funds▪ Practical understanding of Factsheet.		
CERA Sanitaryware	Marketing Intern	Feb 21 – May 21
<ul style="list-style-type: none">▪ Project Title- BRAND AND COMPETITIVE ANALYSIS IN SANITARYWARE SECTOR.▪ Primary and Secondary Research for Sanitaryware sector.▪ Price mapping, Brand Designing, Positioning of Brand.▪ SWOT, Competitors Analysis.▪ Brand proliferation, Push pull strategy, Proactive Marketing, Line extension, Brand extension, Segmentation▪ Ideation for Social media Campaigns.▪ Notes on Product’s Photoshoot (upcoming new Catalogue).▪ Live case study on Customer interaction, Suggestion, Reviews.		

EDUCATIONAL QUALIFICATIONS			
QUALIFICATIONS	INSTITUTUE	BOARD	YEAR
MBA (Marketing)	ICFAI Business School Mumbai	IBS	2022
B. Com	J.G. College of Commerce, Ahmedabad	Gujarat University	2020
Class XII	A-one School, Ahmedabad	Gujarat University	2017
Class X	A-one School	Gujarat University	2015

CERTIFICATIONS	
<ul style="list-style-type: none">Certification of NISM 5-AInternationally Acceptable Advance Digital MarketingCanvaPublic Relations Head at Markophilia.Certification of Self Grooming Makeup Artist.	

EXTRA-CURRICULAR ACTIVITIES	
College Clubs	<ul style="list-style-type: none">Member of Club Markophilia IBS Mumbai.Member of Placement Coordination at placement cell IBS.
Position of Responsibilities	<ul style="list-style-type: none">Certificate of Appreciation – For exemplary contribution to the Marketing Team in organizing college festival KONFLUX 2021 – UJWAL.
Co- Curricular	<ul style="list-style-type: none">Volunteered Member of Sai samarpan.
Linguistic Proficiency	<ul style="list-style-type: none">English, Hindi, Gujarati
Interests	<ul style="list-style-type: none">Makeup Artist, Community Involvement, Cooking, Traveling.
