**DIMPY SHAH**

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EDUCATION

##### ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA Ahmedabad

*Post Graduate Diploma in Management- Business Entrepreneurship*04/2020

* Concentration: New Enterprise Creation

##### PANDIT DEENDAYAL PETROLEUM UNIVERSITY Ahmedabad

Bachelor of Business Administration (Hons) First Class with Distinction 05/2017

* Concentration: Marketing

EXPERIENCE

ARC ATTEST, AHMEDABAD March 2022 – Till Now

*Marketing and HR intern*

* Developed marketing plans that focused on ways to promote business, how to increase customer base and where new growth opportunities could be located.
* Conducted Marketing activities through Zoho Social, Zoho Campaigns and Canva.
* Conducted recruitment, including writing and placing advertisement and preparing, posting internal job openings on LinkedIn, Naukri and Indeed.
* Assisted with completing joining formalities.

##### L S SPORTS, AHMEDABAD Jun 2014 – Jul 2014

*Summer Intern*

* Organized the “Times of India Adani Rain Miler Run” event, coordinated the marketing efforts across multiple schools to encourage school children to participate for the charity run

##### AHMEDABAD MUNICIPAL CORPORATION Dec 2013 – Jan 2014

*Intern*

* Led the AMC West Zone volunteer team to organize the “Kankaria Carnival” at Kankaria Lake and “Arvind Sabarmati Marathan and Cyclothon” at Sabarmati Riverfront ; Consistently met departmental heads across all the departments and ensured smooth functioning of the event.

PROJECTS

##### ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA 2018-2020

* Collaborated with core team members to organize “Empresario Startup Summit 2020”, an annual event at EDI with limited resources and overcame last minute organizational challenges to ensure smooth execution
* Helped organize the annual sports event “Equipo 2019”; Managed the marketing budget of the event, created content and participated in branding activities across multiple colleges in the city

##### PANDIT DEENDAYAL PETROLEUM UNIVERSITY 2013-2017

* Presented a research paper titled “Business Feasibility of online marketing of food and beverages products in India” in the 2nd Academic International Conference on Multi-Disciplinary Studies and Education at University of Cambridge, United Kingdom
* Assisted with “Impact India WB 2021”, a collaborative International Research Pilot Project with Fairfield University and Xavier’s Research Foundation Ahmedabad during the month of May 2015
* Successfully completed the Green Revolution Global Certificate Program, an initiative by International Center for Culture & Education to Educate, Inspire and Act against Climate Change

ADDITIONAL INFORMATION

* Hobbies: Watching web series, keeping up with the latest trends in marketing, cooking
* Successfully completed a 2-month long certification course on Digital Marketing from BrandVeda
* Computer Skills: Adobe CS4, Tally, MS Office, Windows Movie Maker
* Languages: English, Hindi, Gujarati, French, Mandarin (Elementary)
* Successfully completed Inbound Marketing course from Hubspot