

**Shweta Mardhekar**

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**Address :** 13, Devarshi Bungalows, Thaltej, Ahmadabad

**PROFILE SUMMARY**

* Currently Pursuing PGDM course with dual specialization in marketing and IB from St. Kabir Institute of Professional Studies.
* Graduated in Commerce from Navyug Commerce College, Surat.
* Diligent worker, proficient in handling multiple projects simultaneously, ability to interact with any kind of people and to face any challenges positively in dynamic environments are the skills that define me .

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| **CAREER OBJECTIVE** |

* A proactive learner with a flair for adapting emerging trends and addressing aspects of Marketing to achieve objectives along both the personal and organizational trajectories in accordance with company norms.

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| **WORK EXPERIENCE** |

* **Company** : **Kantar Imrb**
* **Duration** : Nov 2017 till now.
* **Department** : Kantar operations
* **Job Designation** : Executive data acquisition
* **Job Summary** : planning of project & monitoring field work flow. Organizing, training & retaining of freelancer teams and checking of language translation in Questionnaire and stimulus materials used in data collection work. Supervises Team leader work and conducts field self-checks which involves traveling to outstation centers.

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| **WORK EXPERIENCE** |

* **Company** : **Voonik Technologies Pvt Ltd.**
* **Duration** : 9 Months (sep 2015 to may2016 )
* **Department** : Business Development, Operations, Logistics
* **Job Designation** : Business Development intern
* **Job Summary** : contacting and pitching various venders regarding voonik’s business model and getting them to have their products on voonik’s platform.

**INTERNSHIP DETAIL**

* **Company** : **SUMUL**
* **Duration** : 45 days (April 2017 to June 2017)
* **Project Title** : “To Study Factors Impacting And Influencing The Consumer’s Decision To Purchase Honey In Surat”
* **Project Summary** : I was given task to analyze the market share for the consumption of honey in Surat. And the factors that influence customers to purchase honey .This work, helped the company to find right segment for the positioning of product

**LIVE PROJECTS / SEMINARS /WORKSHOPS**

* **Research Project**: Doing a comparative study of perception on investment patterns between Homemakers and Working Women as a part of Research Methodology.
* **Industrial visit**: Visit to **Aarvee** **Denim, GIDC Narol** to understand the Business model of various departments of the industry, organized by St. Kabir Institute of Professional Studies, Ahmadabad.
* Attended seminars on Entrepreneurship under SKOPE (St.Kabir Open Platform for Entrepreneurship) and guest lecturers under IIF (Industry Interaction Forum) at St.Kabir Institute of Professional Studies, Ahmadabad.

**ACADEMIC QUALIFICATIONS**

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| **Degree** | **Year**  **Of Passing** | **Board/ University** | **Institute** | **Percentage/Division** |
| **PGDM** | Pursuing | AICTE Approved | St. Kabir Institute Of Professional Studies, Ahmadabad, Gujarat | 6.54/10 |
| **B.Com** | 2015 | South Gujarat University | Navyug Commerce College, Surat | 54.34% |
| **HSC** | 2012 | GSHEB | Shishu Vihar School, Surat | 60 % |
| **SSC** | 2010 | GSHEB | Shishu Vihar School, Surat | 65% |

**COMPUTER SKILLS**

* Advance computing course in MS-Office from CDAC institute.

**EXTRA-CURRICULAR ACHIEVEMENTS**

* Won the 3rd prize in Bharatnatyam in Inter School Dance Competition organized at Swami Narayan School in 2009.
* Committed to catalyzing a Vibrant India in addition to a Vibrant Gujarat, I worked as a volunteer in association with CII. Handling food courts for VIPs and VVIPs and ensuring everything is according to the checklist provided to me.

**PERSONAL DETAILS**

Date of Birth : March 11th, 1995

Permanent Address : 204,Royal Plaza, b/h Sneh Sankul Wadi, Anand Mahal Road , Adajan,Surat-395009.

Gender : Female

Marital Status : Single

Languages Known : English, Hindi, Marathi, and Gujarati.

**REFERENCES**

Name : Mrs.Anumeha Mathur

Designation : Assistant Professor of marketing and I.B.

Contact Details : anumeha@skips.in

**DECLARATION**

I hereby verify that the information provided above is true and correct to the best of my knowledge.

**Place**-    Ahmedabad                                                                          **Shweta Mardhekar**

**Date**-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_       (\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)