

Prajwal Phadtare

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SUMMARY:

BMS candidate with a strong business and educational background in marketing and management. Excellent analytical, problem-solving, communication and team skills.

EDUCATION:

Indian Institute of Management (Kozhikode) **Apr 2023**
Professional Certificate Program in Marketing and Sales Management

St. Andrew's College of Arts, Science and Commerce, Mumbai, India **May 2019**
Bachelors in Management studies in Marketing

- Graduated with CGPA 7.37/10
- Courses taken include Research in Local Markets, Market Capitalization and Human Resource Development.

Mithibai Motiram Kundnani College of Commerce and Economics, Mumbai, India **Mar 2016**
HSC (Grade 12th)

- Graduation with majors in commerce.
- Overall percentage 78.77

St. Gregorios High School, Mumbai, India **Mar 2014**
ICSE (Grade 10th)

- Passed with grade B

COMPUTER SKILLS:

- Microsoft Office
- Tally Software

EXPERIENCE:

Radhikaa Enterprises (Medical devices trading company), Mumbai, India **May 2018 – March 2023**
Managing Director

- Worked on building and implementing business development and strategies.
- Managed Finances, Marketing, and operations.
- Maintained and serviced relationships with clients. Implemented effective customer service practices that improved customer retention.
- Leveraged technology to enhance business operations, implementing IT infrastructure improvements.
- Recruited and managed a high-performance team of professionals, fostering a collaborative and productive work environment.
- Worked intensively into B2B and B2C sales.

Utopian Fizz (Clothing Brand), Mumbai, India **March 2017- March 2018**
Marketing Intern

- Monitored social media accounts.
- Curated content for blogs and campaigns.
- Conducted market research to gather data on target audiences, competitors, and industry trends.
- Analyzed market data to identify opportunities for product/service improvements and marketing strategies.
- Worked closely with cross-functional teams, such as designers, copywriters, and marketing managers, to ensure marketing projects were executed effectively and on time.
- Contributed to brainstorming sessions and creative ideation.

Event Management & Activities:

- Head of Exhibitions in Aura college festival.
- Head of Marketing in Aura college festival.
- Actively took part in beach clean ups.