

# Priyanka Vijay Desai

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## OBJECTIVE

Seeking an entry level position in marketing where I can utilize my superior understanding of the domain gained during the masters. Excellent at conducting market research analyst and creating brand awareness strategies. Excellent communication skills to convince potential clients and customers. And also, talented, young and enthusiastic individual with an MBA degree in finance as minor specialization from Pune university. Knowledge of various accounting software's.

## EDUCATION —

Course	University / Board	Percentage	Year of Passing
<b>MBA</b>	Pune University	82.19	2022
<b>B.com</b>	Kolhapur University	55.17	2020
<b>HSC</b>	Maharashtra Board	71.54	2017
<b>SSC</b>	Maharashtra Board	73	2015

## KEY SKILLS —

- Problem Solving
- Decision Making
- Leadership
- Team Skills
- Management

### Strengths —

- Willingness to learn.
- Analyzing every angle of a project before working on it.
- Self-Confident
- Adaptability to Change Environment.

## Internship

Universal Tribes

sales and Marketing intern • Duration – 2 months

### Responsibilities

- Understanding the Nature of Business & Product Details
- Leads & Sales Generation
- New Vendor Registration
- Aiming to Achieve Monthly Targets
- Maintaining Records & Updating in Excel

## COMMUNICATION

- MS- CIT Certification
- Tally ERP-9 + GST
- Computer Typing – GCC-TBC English 30,40 wpm
- TCS iON Digital Learning certification
- Coursera Certification- 1) Google Ads for beginners  
2) Create a Facebook Business page



## Extra-Curricular Activities

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- Participated in Sports held itself in School, College
- Participated in online Brainiac Quiz Contest Organized by Fore vision
- Participated in Atherwashirsha Pathan in Sanskrit Language

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## Project

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### Project Title:

“A Study on consumer behavior towards organic foods.”

**Company Name:** Universal Tribes

### Project Outcomes:

- Lead Generation
- Convincing Customers

**Scope of the Project:** This study will also highlight the consumer response towards the product in the form of consumer image, opinion etc. this will help the company to make changes in marketing mix.

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