

Aanish Prahladka

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104/A, Meera Residency, Malad (East), Mumbai - 400097



EDUCATIONAL QUALIFICATIONS

Board/ University	Name of the College	Degree	Year	Percentage
Mumbai University	N. L. Dalmia	MMS	2016	C
Tilak Maharashtra Vidyapeeth	Kirandevi Saraf Institute	B.C.A.	2013	57.53
Maharashtra Board	Prahladrai Dalmia Lions College	H.S.C.	2010	66.17
Maharashtra Board	Mahindra Academy	S.S.C.	2008	53.61

WORK EXPERIENCE

Organization	Designation	Period (Months)	Nature of Job
ShopBox	Partner	9 months	<ul style="list-style-type: none">E-tailing of Home Décor Products, Kitchenware & toolsDeveloping and Integrating StrategiesProduct ManagementVendor ManagementOrder Processing
Surana & Company	Production Trainee	6 months	<ul style="list-style-type: none">Developing new clients and negotiating with them for securing profitable businessDecision making of Production processNegotiating payment termsManaging daily operations
Nihal Fashions	Marketing Executive	12 months	<ul style="list-style-type: none">SEO, SMO & SMMProduct ManagementVendor ManagementContent ManagementIntegrating strategies to increase traffic
Intelenet	Customer Relationship Executive	2 months	<ul style="list-style-type: none">Determine requirements by customersFulfil requests by clarifying desired information, completing transactions and forwarding requests

SUMMER INTERNSHIP

Organization	Duration	Project Title	Nature of Job
Expertmile	May-July 2015	Customer Solution through Experts	<ul style="list-style-type: none">Direct Marketing & Lead GenerationPitching Business proposals to Bank PersonnelImproving the user experience on the company's website

CAMPUS PROJECTS

Subject	Project Title
Marketing Management	<ul style="list-style-type: none">"TURN-KEY" Project of Shekhawati InteriorsB2B Marketing of Automobile in Rural Markets
Digital Marketing	<ul style="list-style-type: none">SEO, SEM, SMO and Facebook Marketing of MBA Preparation Website
Research Methodology	<ul style="list-style-type: none">Study on Consumer Satisfaction of McDonald's

EXTRA-CURRICULAR ACTIVITIES

- Core Committee Member of the Alumni Committee 2014-16 (Marketing Batch)