



## PRATIK SHARDUL 26, Male

Major: *Marketing*

Minor: *Operations*

**Career Objective:** To join reputed and fast-growing organization where I can enhance my skills which could be utilized for personal and professional goals.



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### SKILLS

Network Marketing

WordPress

Infographics

Presentation

### INTERESTS

- Dancing
- Gymming
- Martial Arts
- Swimming
- Sketching
- Cooking

### LANGUAGES KNOWN

- English
- Hindi
- Marathi

### ACADEMIC PROFILE

MBA	2020	Department of Management Sciences, PUMBA	8.01
B.E. (Mech)	2017	Matoshri College of Engineering and Research Centre, Nashik	68.80 %
DIPLOMA (Mech)	2014	Guru Gobind Singh Polytechnic, Nashik	76.78 %
SSC	2011	Shri Ram Vidyalaya Panchavati, Nashik	88.18 %

### PROFESSIONAL EXPERIENCE (14 months)

Clasimu LLP

Marketing Associate

June, 20 – Present

#### Responsibilities:

- Sales and Marketing
- Cross-selling of different features and its subscriptions
- Marketing Strategies for existing product
- Content Generation on Website for upcoming features
- Work on website metadata
- Digital Marketing plan
- Social Media Handling – Facebook and Instagram Page
- Cold Calling
- Relationship Building and Management
- Client Interaction for solving queries
- Negotiation
- Prepare and Deliver Product Demo

Dream Engineers

Production Supervisor

Aug, 17 – Jul, 18

#### Responsibilities:

- Supervising production process as per product design
- Make corrective changes in design
- Understanding customer requirements for making quotation
- Negotiating customers
- Maintaining customer relations

### INTERNSHIPS / LIVE PROJECTS (4 months)

Lonar Technologies Pvt.  
Ltd.

Sales and Marketing Intern

July, 2020 – Present

#### Responsibilities:

- B2B mobile Application sales
- Market Survey

- Lead Generation
- Preparing and delivering product demo
- Cold calling

Rakshak Infrastructure Pvt.  
Ltd.

Marketing Intern

Jun, 19 – Jul, 19

**Responsibilities:**

- Direct Marketing and Digital Marketing for Real Estate Project
- Designing Marketing strategies and implementation For Real Estate
- Lead Generation
- Product Positioning on the basis of targeted customers
- Real Estate Market research and customer analysis
- Website designing on WordPress
- Designing marketing collateral like Flyers, flexBanner, Customer coupon etc.
- Cold calling and CRM process updates
- Graphic Designing

Clasimu LLP

Marketing Intern

Apr, 19 – May, 19

**Responsibilities:**

- Sales and Marketing
- Understanding Customer Needs
- Analyzing and Aligning needs with existing product
- Lead Generation
- Product Positioning
- Client Acquisition and handling
- Cold Calling
- Relationship Building and Management
- Product Improvisation

**CERTIFICATIONS**

**The Fundamentals of Digital Marketing:** Certification by Google Unlocked

**MS Excel:** Excel Essential Training

**Marketing Foundations:** Certification by LinkedIn

**WordPress:** Building a Small Business Website

**ProE:** Advance Certification in ProE

**AutoCad:** Advance Certification in AutoCad

**POSITIONS OF RESPONSIBILITY**

**Inventory Head- Cultural Cell, PUMBA**

- Looks after the Inventory in Cultural Cell of PUMBA
- Keep and update the inventory monthly
- Planning of Inventory according to allocated budget and its disbursement

## **ACHIEVEMENTS**

### **Academic**

- Completed 1-month Implant Training in M.D. Industries, Ambad, Nashik
- Completed sponsored B.E. final year project in Dham Fasteners, Ambad, Nashik
- Hired by CA for Stock Audits in ABB Ltd, Nashik

### **Extra-Curricular**

- Works for Pune Police on Live Project Regarding National level Police Conference
- Winner of Intra-college Dance Competition
- Winner of Inter-college Dance Competition