

MAREENA FERNANDES

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OBJECTIVE

To obtain a creative and challenging position in an organization that gives me an opportunity for self-improvement and leadership, while contributing to the symbolic growth of the organization.

EDUCATION

Fr. Conceicao Rodrigues College of Engineering (Fr. CRCE) Affiliated to University of Mumbai

Bachelor of Engineering in Information Technology Engineering

Expected May 2022

CGPA: 7.64 (Semester 1-4)

St. Xavier's College, Churchgate

Maharashtra State Board of Secondary and Higher Secondary Education (HSC)

February 2018

Percentage: 78.46%

St. Treasa's Convent High School, Santa Cruz (West)

Maharashtra State Board of Secondary and Higher Secondary Education (SSC)

March 2016

Percentage: 91.00%

PROJECTS AND INTERNSHIP

Team Vaayushastra (SAE Aero Design 2020)

Sponsorship and Documentation Head

October 2018 - April 2020

Project: Raising Funds for Fabrication of an UAV For SAE Aero Design 2020

- Raised funds for Team Vaayushastra to design and fabricate an unmanned aerial vehicle for the SAE Aero Design East Competition 2020. Managed interactions with corporate and personal sponsors and handled crowd funding efforts for Team Vaayushastra. Assisted with documentation and day to day accounting of expenses.

Mr. Moustache's Cakes

Graphic Designer

December 2020 - January 2020

Project: Web Design and Social Media Content

- Created multiple posts and an animated video for social media handles. Designed and created the company Mascot. Managed and updated the company website as well as monitored incoming orders and customer doubts through the WIX platform.

Revolux Solutions Pvt. Ltd. (Shupple)

Brand and Category Management Executive

May 2020 - July 2020

Project: Brand and Category Management

- Worked on optimizing the experience of client brands and on targeting new brands to enroll. Organized and led several meetings to partner with interested national level brands and coached them through the process of listing. Helped with planning and executing marketing and promotional strategies to increase visibility of brands on the website. Created a training manual as a reference for researching, approaching and finalizing a deal with potential clients.

Conbuss Online Manufacturing

Sales and Marketing Intern

December 2019 - January 2020

Project: Business promotion

- Created various multimedia for promoting the company to potential investors and government authorities. Data entry of vendors and manufacturers on the portal.

Dr. Vaidya's: New Age Ayurveda

Digital Marketing and Operations Intern

June 2019 - July 2019

Project: Business Development through multiple social media platforms and CRM

- Reached out to customers for order confirmation and processed incoming orders. Involved in social media marketing efforts of the organization and helped increase online presence by writing multiple articles.

POSITIONS OF RESPONSIBILITY

OPERATIONS HEAD

Fr. CRCE Student Alumni Committee

September 2020 - present

Organizing events and meetups for the Alumni. Building a strong Alumni network. Encourage and facilitate alumni interaction with present students to create a rich and informative community.

SECRETARY

SAE collegiate club of Fr. CRCE

September 2020 - present

General oversight and administration of the SAE club of Fr. CRCE. Handle and manage a group of students from various disciplines of engineering to organize technical workshops, seminars industry meetups and other engaging events for students.

COURSES AND CERTIFICATIONS

Introduction to HTML5 – University of Michigan (Offered through Coursera)

Credential ID: 5553QTS2FW8N

November 2020

Writing Professional Email and Memos – University System of Georgia (Offered through Coursera)

Credential ID: EZFXYP8Z8M3

September 2020

Excel Skills for Business: Essentials – Macquarie University (Offered through Coursera)

Credential ID: ZUZFRASW7K6R

September 2020

Hiring and Onboarding Employees with ClickUp – Coursera Project Network

Credential ID: MQ7RRR84YNU3

August 2020

Fashion E-Commerce in XD – Coursera Project Network

Credential ID: 2HYF6NZL6NWN

August 2020

Sustainable Fashion - Copenhagen Business School (Offered through Coursera)

Credential ID: JHGLR8BVN7KE

August 2020

The Fundamentals of Digital Marketing - Google Digital Garage

Credential ID: QPA VRW AJZ

May 2020

Successful Negotiation: Essential Strategies and Skills - University of Michigan (Offered through Coursera)

Credential ID: 72PVZKF2U4GR

May 2020

TECHNICAL SKILLS

Basic Language – Web Development, Java, Python, MySQL

Software – MS-Office, Adobe Illustrator, Adobe Photoshop

Workshops Attended – Bootstrap, Ethical Hacking, Cloud Computing

EXTRA CURRICULAR ACTIVITIES

- Contributed in breaking the Guinness World Record for the most number of free eye checkups – Aditya Jyot Foundation and Roti Bank Mumbai.
- Volunteered at the Welfare of Stray Dogs Veterinary care – Rotaract Club
- Volunteered in Food Rescue from the surplus collected from The Mumbai Marathon 2019 – Roti Bank Mumbai and TEDx CRCE.
- Volunteered for Mumbai Police during the weeklong Bandra Fair at Mount Mary Church, Bandra.
- Involved in a Social Awareness Campaign on “Child Labor” as part of Avanti Foundation – St. Teresa’s and Avanti Foundation.