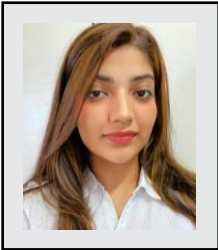


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**Post Graduate Diploma Management**



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Academic Qualifications					
Qualification	Specialization	Board / University	Institute Name	Year of Passing	% / CGPA
Post-Graduation	Marketing	AICTE	MET Institute of PGDM	2024	Trimester 3 (Pursuing)
Graduation	Bcom	Mumbai University	Mithibai College	2022	79.75%
Grade XIIth	Commerce	Higher Secondary Education	Mithibai College	2019	83.08%
Grade Xth	NA	Indian Certificate Of Secondary Education	Maneckji Cooper Education Trust	2017	87.83%

Internships and Major Projects	
<b>Monster Energy India Pvt Ltd.</b> November 2019 – September 2022 (3 years)	
<b>Marketing Intern</b> (November 2019 – March 2021)	<ul style="list-style-type: none"><li>Created Consumer Awareness about the Brand</li><li>Have handled Sampling activation</li><li>Integrated the brand at events (College, music, lifestyle &amp; sports)</li></ul>
<b>Senior MAT</b> (April 2021 – September 2022)	<ul style="list-style-type: none"><li>Became Senior Member of the Monster Ambassadors Team (MAT) at Monster Energy for Maharashtra &amp; Goa</li><li>Assisted the brand and the team for coordinating and closing entertainment and extreme sport events ensuring brand visibility throughout those events (100+ events)</li><li>Engaged with high end celebrities and social media influencers for making content (Hardik Pandaya, Ritu Phogat, BaniJ, Asim Riaz &amp; etc)</li><li>Involved in making marketing presentations, keeping sales database, inventory management and managing marketing budget.</li></ul>

<b>Agile Capital Services Pvt Ltd.</b>		August 2022 – October 2022 (45 days)
<b>Marketing Intern</b> <b>(Live Project)</b>	<ul style="list-style-type: none"> <li>● Got extensive knowledge about capital and insurance market</li> <li>● Prospecting for new business by lead databases and networking</li> <li>● Maintained and shared up to date knowledge of products accessories, service features and pricing plans</li> </ul>	

<b>iThink Logistics Quick Services Pvt Ltd.</b>		October 2022 – January 2023 (4 months)
<b>Marketing Intern</b>	<ul style="list-style-type: none"> <li>● Develop, integrate and implement PR activities designed to enhance company brand</li> <li>● Headed Partnership &amp; Strategic Alliance for the Ecommerce Ecosystem for the company</li> <li>● Develop effective communication plan that leverages brand promise through events &amp; blogs (Closed 20+ events)</li> <li>● Worked with CEO &amp; Co-founders to achieve objectives through various channels.</li> </ul>	

<b>Certifications</b>		
<b>Fundamentals of Project Planning and Management – Virginia University</b> September - 2020	<ul style="list-style-type: none"> <li>● Learnt about the basics of executing a project</li> <li>● How to assess, prioritize &amp; manage risk</li> <li>● Virginia University through Coursera – No expiry</li> </ul>	
<b>Marketing in a digital world – University of Illinois</b> August - 2020	<ul style="list-style-type: none"> <li>● How digital tools are changing product, promotion, placement &amp; price</li> <li>● University of Illinois through Coursera – No Expiry</li> </ul>	
<b>Understanding Research Methods – University of London</b> August – 2020	<ul style="list-style-type: none"> <li>● Learnt about what makes a good research question and problem and how to collect data on those problems and get solutions for the same.</li> <li>● University of London through Coursera – No Expiry</li> </ul>	

<b>Academic Achievements</b>	
<ul style="list-style-type: none"> <li>● Qualified for City Levels in Times NIE – Think &amp; Learn (General knowledge quiz)</li> </ul>	

<b>Extra-Curricular Achievements and Activities</b>	
<b>College Fest</b>	● Mithibai College – Head of logistics for the college fest (Kshitij)
<b>Inter School Competitions</b>	<ul style="list-style-type: none"> <li>● Represented school for Badminton in Mumbai School Sports Association (MSSA)</li> <li>● Represented school for Throwball in Mumbai School Sports Association (MSSA)</li> </ul>
<b>School Competitions</b>	<ul style="list-style-type: none"> <li>● 2<sup>nd</sup> price in Throwball</li> <li>● 3<sup>rd</sup> price in Shot put</li> <li>● Participated in English Elocution</li> <li>● Participated in Hindi Elocution</li> </ul>
<b>Society</b>	<ul style="list-style-type: none"> <li>● Contributed towards National Association for the Blind</li> <li>● Contributed towards Red Cross Society</li> <li>● Contributed towards leprosy elimination action programme</li> </ul>

<b>Areas of Interest</b>
Badminton, Swimming, Space Exploration, Photography, Baking, Technical Drawing & Motor Sport Enthusiast

<b>Technical Proficiency</b>
Microsoft Excel, Microsoft PowerPoint, Microsoft Word & Adobe Photoshop

<b>Language Proficiency</b>
English, Hindi, Urdu, Spanish, Marathi & Arabic

Personal Details
Date of Birth: 5 <sup>th</sup> April, 2001
Local Address: 701, Sea Gull 'C' wing, Sherly Rajan Road, Rizvi Complex, Bandra West - 400050
Permanent Address: 701, Sea Gull 'C' wing, Sherly Rajan Road, Rizvi Complex, Bandra West - 400050
Marital Status: Unmarried

I hereby affirm that the information in this document is accurate and true to the best of my knowledge.

Signature KShaikh

Date: 1<sup>st</sup> February, 2023