

## Sheetal Choudhary

*With keen interest in area of marketing, aiming to secure a good position and responsibility in an organization for personal as well as company's betterment.*

EDUCATION				
Year	Degree	University/Board	Institute	Percentage / CGPA
Pursuing	MBA	Ahmedabad University	Amrut Mody School of Management	3/4.00 CGPA
2020	Bachelor's Of Commerce (B.Com Hons.) (Advanced Accounting and Auditing)	GLS University	Faculty Of Commerce SMPIC	7.63 CGPA
2017	HSC (Commerce)	CBSE	Podar International School	67.2 %
2015	SSC	CBSE	Podar International School	8.6 CGPA
EXPERTISE				
AREA OF INTEREST	● Marketing			
INTERNSHIPS				
Cadila Pharmaceuticals Ltd, Ahmedabad			May'21 - Jul'21	
New Product Development	● CadAgro is the sector under Cadila Pharmaceuticals. Knowledge about agriculture and its related components. ● Analyzing competitor's products and then deciding on to various aspects on entering the market which included Pricing Packaging and Labeling. ● Further comprehending CadAgro based on the Marketing Mix: 4 Ps of Marketing.			
PROJECTS				
Faculty Of Commerce SMPIC			Oct'17 - Jan'18	
Study on Financial Ratios of Balaji Amines	<b>Summary:</b> The project was carried out as a learning and to get hands on excel. It included collection of secondary data from various websites like money control and then analyzing the financial ratios of Balaji Amines <b>Skills Used:</b> Use of Excel along with the application of Statistics <b>Team Size:</b> 1 <b>Key Outcomes:</b> Correlation analysis, Regression analysis and Trend analysis of different elements like EPS, Dividend, Operating profit etc.			
Novotel Ahmedabad			Oct'20 - May'22	
Route Camp	<b>Summary:</b> With COVID-19 impacting day to day lives of people across the world, Hospitality is one of the most impacted industry today. With locals preferring to stay at home rather than stepping out for F&B and entertainment, Cloud Kitchen is related to become the new norm in hotels & restaurants market place. Providing superior dining experience in the comfort of one’s home is panned to be the way forward. The hotel wants to understand market opportunity for cloud kitchen in Ahmedabad; covering cuisine gap, potential hurdles, cost factors, staying relevant & unique, revenue generation &sustainability of the business. This is an ongoing project along with MBA. <b>Skills Used:</b> Marketing research and analysis using different marketing concepts <b>Team Size:</b> 5 <b>Key Outcomes:</b> Market Study & Research on Cloud Kitchen in Ahmedabad, Potential hurdles that a Cloud Kitchen faces, Cuisine Gap study.			
EXTRA CURRICULAR ACTIVITIES				
Elementary Drawing Grade Examination	Drawing Exam held by the State Examination Board Gujarat State which is considered to be the basic examination for any further professional art courses.			Mar'13

<b>Bike-A-Thon: Say No To Drugs Campaign</b>	Bike-A-Thon: Say No To Drugs Campaign organized by Narcotics Control Bureau, Ahmedabad Zonal Unit as a way to create awareness of drugs among people.	Jul'17
<b>CO-CURRICULAR ACTIVITES</b>		
<b>IMAGE 2018 National Level Management Fest</b>	Participated in the event- Plan De Empressa, a National Level Management Fest organized by Faculty Of Business Administration GLSBBA. The event enabled broader thinking in each and every aspect as it included making of a full business plan.	Jan'18 - Jan'18
<b>Cognoscence '18 - National Economics Festival</b>	A National Level Economic Festival held by Department of Economics, St. Xavier's College Ahmedabad. The event was Treasure Hunt which included puzzles and riddles based on the economic's concept.	Feb'18 - Feb'18
<b>Manthan</b>	Held 3rd position in the Intermediate round, an Inter college elocution competition held by Faculty of Commerce Smpic Gls University. It enabled good confidence level, enhanced public speaking skills and vocabulary and lowered stage fear.	Aug'18
<b>Vishleshan Plus 2018- National Level Management Fest</b>	Participated in the Case Analysis, a two day National Level Management Fest organized by N R Institute of Business Administration GLS University. Case Analysis event improved analytical and comprehension skills along with upgrading teamwork.	Sep'18 - Sep'18
<b>Digital Marketing</b>	Attended a workshop on Digital Marketing held by Tops Technologies. Helped to build and match the current trends of working digitally.	Feb'19
<b>PERSONAL DETAILS</b>		
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