

# Hardik Vaghela

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## CARRER OBJECTIVE

To obtain a position with an innovative organization that will profit from my fresh, intensely creative approach to marketing, digital marketing, advertising and social media that successfully reinforces brand persona, engages current customers and captures new customers.

## EDUCATION

### B.K. SCHOOL OF PROFESSIONAL & MANAGEMENT STUDIES (GUJARAT UNIVERSITY)

Master of Business Administration

Expected May 2020

### GEC BHAVNAGAR (GTU)

B.E in Information Technology Engineering

May 2016

CGPA 7.55/10.0

## EXPERIENCE

### ARE INFOTECH PVT LTD SOCIAL MEDIA EXECUTIVE INTERN

AHMEDABAD, GUJARAT  
06/2019-07/2019

- Worked on **24 different projects** as summer intern
- Handled all social media and advertising activities including content creation auditing and monitoring

### AELIYA INFOTECH PVT LTD PROJECT MANAGER

BHAVNAGAR, GUJARAT  
05/2017-08/2017

- Worked as a General Manager and Android App Department Manager
- Mentored trainee for the app development
- Focused on building android apps and troubleshooting as well as hr activities

### JNEXT DEVELOPMENT ANDROID INTERN

BHAVNAGAR, GUJARAT  
05/2015-05/2016

- Worked as an intern for developing an android app
- Learned android app building and java.

## PROJECTS

### Consumer Perception towards organic products by IIM Ahmedabad

- Integral member in team project which deals with the market research about organic and milk products.
- Conducted market survey, area mapping and met various consumers to know their perception.

### LIFT? YA!

- Integral member in team project to develop an app on giving lifts to people who travel solo.
- Designed UI and worked on backhand of the project.

### EASYBRM

- Team head of an android app for the people who wants to track their business growth and information.
- Troubleshooting and adding modules.

**SKILLS**

Digital Marketing, Negotiations, Teamwork, Photography, Microsoft Office (PowerPoint, Excel, and Word)

**LANGUAGES**

ENGLISH, HINDI, GUJARATI

**CERTIFICATIONS**

- Certified Social and Community Manager by Digital Marketer and Online Business Organization
- Certified in Digital Marketing Basics by Sorav Jain, EchoVME Chennai.
- Certified in Fundamentals of Digital Marketing by Google
- Certified in Google Analytics for Beginners by Google

**ACTIVITIES & ACHIVEMENTS**

- Placement Coordinator of Student Placement Cell at BK School of Professional and Management Studies
- Worked as a core team member of College Tech fest.
- Secured 1<sup>st</sup> Rank in "Brand Samvad" Business Strategy Inter College Competition at Amity Global Business School
- Secured 1<sup>st</sup> rank in "Google Master" in National Level Tech Fest at Shantilal Shah Engineering College, Bhavnagar
- Attended workshop on Advance Excel by Gujarat University Placement Cell
- Attended a workshop on Microsoft Cloud computing
- Attended a training program on Data Mining and Cyber Security
- Coordinated State Level and Various University Level and Job Fairs
- Volunteered in Various NGO Activities and College Symposiums.