

Mohit Chaudhari

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EDUCATION

MIT WORLD PEACE UNIVERSITY

MBA in Marketing

GPA: 6.09 /10.0

Relevant Coursework: Marketing, Digital Marketing

Pune, MH

2021 - 2023

Apeejay Institute of Hospitality

Study Hospitality and Tourism Management

Mumbai, MH

2017 - 2020

WORK EXPERIENCE

Marketing Analytics AI Trainer

Outlier AI | Remote | NOV 2023 – DEC 2024

- Trained AI models to enhance their understanding of **Marketing Analytics** by crafting and evaluating AI-generated content.
- Assessed AI responses for **accuracy, relevance, and engagement**, ensuring high-quality marketing insights.
- Conducted **fact-checking and research** to improve the reliability of AI-generated marketing data.
- Provided structured feedback to refine AI performance in **consumer behavior analysis, market trends, and data-driven decision-making**.
- Developed compelling, **data-driven content** to align AI outputs with industry standards.

TVS MOTORS

Pune, MH

Marketing Intern

May 22 – Aug 22

- Assisted in the development and execution of digital marketing campaigns, contributing to a 15% increase in online engagement.
- Conducted market research and competitor analysis, providing insights that informed the company's product positioning strategy.
- Analyzed campaign performance metrics and prepared reports for the marketing team, helping optimize future campaigns for better ROI.

ITC FORTUNE EXOTICA

Mumbai, MH

Intern

Jun 2018 – Oct 2018

- Assisted in daily operations across various departments, including front office, housekeeping, and food & beverage, ensuring seamless guest experiences.
- Supported the front desk in handling guest check-ins and check-outs, contributing to an efficient and welcoming environment.
- Coordinated with the housekeeping team to maintain high standards of cleanliness and room readiness, improving guest satisfaction scores by 10%.

UNIVERSITY PROJECTS

INDUSTRY ANALYSIS REPORT ON FMCG SECTOR IN INDIA

Conducted a comprehensive analysis of the FMCG industry, including market trends, SWOT analysis, and financial performance of major companies like Hindustan Unilever and ITC. Assessed marketing strategies, competitive landscape, and external factors impacting the industry. Provided strategic recommendations for growth and operational improvement based on research findings

ACTIVITIES

College Cricket Team Member

"Played as part of the college cricket team, developing teamwork, leadership, and strategic thinking skills. Contributed to multiple inter-college tournaments, improving communication and collaboration under pressure."

ADDITIONAL

Technical Skills: SEO (Search Engine Optimization), Social Media Marketing, Email Marketing, A/B Testing, Marketing Automation Tools