

Reference No.....



Palak Desai

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Permanent Address: B/101, SB Apartments, Carter Road no. 5, Rai Dongri, Borivali (E).

Career Objective:
 As an enthusiastic and driven MBA fresher, my primary career objective is to establish a dynamic and impactful presence in the field of managing brands effectively. I aim to leverage my strong analytical and creative skills to contribute effectively to a forward-thinking organization's branding strategies.

- Managerial Skills:**
- Good communication skills
 - Collaboration skills
 - Leadership skills
 - Positive attitude

- Technical Competencies & Additional Certifications:**
- Completed MS-CIT course
 - Diploma in International Airlines and Travel Management & CRS (Amadeus) from IITC with a distinction
 - Google certification course in Fundamentals of Digital Marketing
 - Microsoft Office

Languages Known:
 Hindi, English, Gujarati, Marathi

- Interests and Hobbies:**
- Photography
 - Reading
 - Writing
 - Travel

Academics

Course	Institute & University	Year of Passing	CGPA/ Percentage
PGDM (Marketing)	AICTE Approved / University of Mumbai	2020	Pursuing
Graduation	Nagindas Khandwala College, University of Mumbai	2017 / 2018	9.14
H.S.C	The BSGD's Junior College of Commerce, Arts and Science, Maharashtra Board	2018	80.31%
S.S.C	Santhome Public School, CBSE	2016	85%

Corporate Exposure

Summer Internship

Duration: 2 months – 8th May to 8th July

Avyukta Interior Décor Solutions

Project Title: The role of digital marketing in certain e-commerce platforms

- Understanding sales and cold calling
- Social media handling
- Report making and scheduling
- Understanding analytics of social media
- Event Management

Projects & Assignments

- Presented a thorough analysis that sheds light on the living conditions and challenges faced by underprivileged communities
- Presented a report on the topic of COVID-19 and relevant case studies and stood 3rd
- Helped with the Content Writing and demonstrated an inspiring story on Second Innings Facebook Page
- Presented a report on DMART's in-store selling strategies
- Presented a report on Wipro's CSR

Co-Curricular Activities

- Acted as a model for music video and photoshoot for a film-making course
- Volunteered for College Festivals (Symphony- Registration team, Montage- Sponsorship team).
- Learnt Guitar lessons and performed in musical events with the band
- Anchored an annual day programme in school
- Active involvement with the 'WE CAN WE WILL' foundation NGO with regards to imparting knowledge to underprivileged children, helping empower them through education



RESUME FORMAT

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R.M. Bhattad Road, Ram Nagar, Borivali (West), Mumbai – 400 092.