



SHRADDHA DIGHE

SPECIALIZATION: MARKETING

CONTACT

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DOB: 20th Oct 1998

KEY PROJECTS UNDERTAKEN

Live Project: A study on Marketing strategies of MARS WRINGLEY, 2021

POSITION OF RESPONSIBILITY

- Member of Marketing Club of IES MCRC.

EDUCATION

PGDM IES's Management College and Research Centre, Mumbai	2022	3.55/4
B.Com Narsee Monjee College of Commerce and Economics, Mumbai	2019	69.06%
HSC Narsee Monjee College of Commerce and Economics, Mumbai	2016	85.08%
SSC Our lady of Remedy High School, Mumbai	2014	86.00%

ADDITIONAL QUALIFICATION

- Indian Classical Dance- Kathak (Madhyama Purna) Gandharva Mahavidyalay in April 2020.
- Completed Digital Marketing Masterclass from Udemy in 2020.
- Completed Business Strategies Course from Udemy in 2020.

INTERNSHIP

Amul India (Summer Intern), May '21 – July '21

Project Title: A study on Marketing Strategies of newly introduced Amul bread spreads in butter category.

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- 2nd Rank in District level Kathak Dance Competition organized by Jilha Krida Adhikari Karyalay, Mumbai in 2018