



# ADITI KAMATH

Specialization: Marketing

## CONTACT

PHONE: 9819742765  
EMAIL: aditi.kamath20@ies.edu  
ADDRESS: 1002, Woodside,  
Gokhale Road-South, Dadar-West,  
Mumbai 400025.  
DOB: 22<sup>nd</sup> October, 1999

## KEY PROJECTS UNDERTAKEN

### Content developer for AMDISA

September 2020

Details: Content development on planning a hybrid classroom & integration of diverse learning resources

### Social media marketing for YOGA365

January 2021

Details: YouTube and Facebook marketing and increasing the subscribers on their social media handles

## POSITION OF RESPONSIBILITY

Head coordinator of the social media team of PRATYUSH 2021 at IES MCRC

## EDUCATION

<b>PGDM</b> IES's Management College and Research Centre, Mumbai	<b>2022</b>	<b>3.75/4</b>
<b>B. Com (Bachelor of Commerce)</b> H.R. College of Commerce and Economics, Churchgate	<b>2020</b>	<b>82.84%</b>
<b>HSC</b> H.R. College of Commerce and Economics, Churchgate	<b>2017</b>	<b>89.69%</b>
<b>ICSE</b> Bombay Scottish School, Mahim	<b>2015</b>	<b>80.33%</b>

## ADDITIONAL QUALIFICATIONS

- Brand Management- University of London (96%) (2020)
- Digital Marketing- Udemy (2021)

## INTERNSHIP

### The Himalaya Drug Company (Summer intern)

(May '21 - July '21)

**Project Title:** A study on enhancement of product assortment in rural areas

## ACADEMIC ACHIEVEMENTS

- Secured 1<sup>st</sup> rank in Art in Bombay Scottish School (2011)
- Secured 1<sup>st</sup> rank in Secretarial Practice (2017)

## CO-CURRICULAR AND EXTRA-CURRICULAR ACTIVITIES

- Best Organizer of the Science Club
- Finalist in Brand-Storm case study competition
- Elementary (B grade) and Intermediate (A grade)