



RADHIKA LAKHOTIA

Specialization: Marketing

CONTACT

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Dombivli (E)
DOB: 10th Aug 1997

KEY PROJECTS UNDERTAKEN

Cesim Pathway Program, 2021
Details: Learned about running a virtual Telecom company in an interactive risk-free environment. The simulation improved business skills and experience on decision making and applying management concepts.

POSITION OF RESPONSIBILITY

Committee member of Rhythm Club responsible for carrying out social welfare activities like sapling plantation activity and teaching to underprivileged students.

EDUCATION

PGDM IES's Management College and Research Centre, Mumbai	2022	3.49/4
B.Com Institute of Distance and Open Learning	2018	50%
HSC Sydenham College, Churchgate	2014	73.85%
ICSE Guardian School, Dombivli	2012	78.40%

ADDITIONAL QUALIFICATION

- Ultimate Microsoft Certification Course from Udemy, 2021
- Brand Management Certification from Coursera, 2021
- Instagram Marketing 2021 Certification from Udemy, 2021
- Product Management Certification from Udemy, 2021

INTERNSHIP

Outlook India (Summer Intern)

May '21- Jun '21

Project Title: An investigating study of magazine reading habits of readers in digital era.

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- 1st in Brandstorm Case Study Competition organized by IES MCRC, 2021
- 3rd in Shining Star State level dance competition in Vashi in 2015
- 1st in Elocution Competition in Sydenham College in 2013
- Completed Research on: The Impact of Veganism: Lifestyle and Consumption Pattern, IESMCRC