



# MEET LALKIYA

Specialization: Marketing

## CONTACT

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Road,Vejalpur,Ahmedabad-51.  
DOB: 26<sup>th</sup> Nov 1994

## EXPERIENCE

Executive Assistant  
Hariom Mobile Pvt. Ltd.(OPPO GUJARAT)  
July'18- September'20

### Tasks/Accomplishments.

Looking after Cross Regional Sales of Gujarat, Preparing data for HQ, Provide Decision making support on crucial matters to director, Coordinating with HQ for DOA Handset approval . Keeping close communication with the HQ on behalf of Director, Making Travel, Transport and accommodation arrangement.

## KEY PROJECTS UNDERTAKEN

### Yoga 365

#### Program-Live Project

Dec'20- Jan '21

Details : Social Media Promotion and cold calling

### Mars Wrigley

#### Program-Live Project

Jan'21- Feb'21

Details : Study on Marketing strategies of Mars Wrigley

## POSITION OF RESPONSIBILITY

- Head of Marketing Club '20 of IES MCRC.

## EDUCATION

<b>PGDM</b> IES's Management College and Research Centre, Mumbai	<b>2022</b>	<b>CGPA</b> 3.57/4
<b>B.Tech (Instrumentation and Control Engineering)</b> Nirma University, Ahmedabad	<b>2017</b>	<b>65.60%</b>
<b>Diploma(Instrumentation and Control Engineering)</b> Christ Polytechnic Institute, Rajkot	<b>2013</b>	<b>73.10%</b>
<b>SSC</b> A-One School, Ahmedabad	<b>2010</b>	<b>57.38%</b>

## ADDITIONAL QUALIFICATION

- Successfully completed Brand Management Course by University of London from Coursera (Dec '20)
- Successfully completed workshop on Data Visualisation using Power BI organised by IES Management College and Research Centre, Mumbai (Mar' 21)
- Successfully completed workshop on Data Visualisation using Tableau organised by IES Management College and Research Centre, Mumbai (Mar' 21)
- Successfully completed Customer Analytics Course by Wharton University of Pennsylvania from Coursera (April '21)

## INTERNSHIP

### Mondelez India Foods Private Limited (May '21- July '21)

**Project Title:** A Study on Sales and Distribution Strategies of Mondelez India in North Gujarat