



PATRICIA MERCHANT

Specialization: Marketing

CONTACT

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ADDRESS: Aderbad Building, 13th Floor, Flat No. 132, Hughes Road, Mumbai 400007.

DOB:15th March 1998

KEY PROJECTS UNDERTAKEN

Business Development Intern IIMUN.

21st Mar, 2016 - 21st Apr, 2016

Details:Public Relations, Outreach and Lead Generation

Content Writer

Youth Incorporated Magazine

1st Feb, 2017 - 28th Feb, 2017

Details:Developed articles on GST, Lifestyle, Entertainment, Beauty and various other topics

Social Media Marketing

Yoga 365

14th Dec, 2020 -14th Jan, 2021

Details: Social Media Promotion, Increase the YouTube subscribers.

Digital Marketing

Snack Amor

23rd Feb, 2021 - 30th Apr, 2021

Details: Social Media Marketing, Creating creative content on Instagram to build brand awareness.

EDUCATION

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| PGDM IES's Management College and Research Centre, Mumbai | 2022 | 3.25/4 |
| B.Com. Jain Hind College, Mumbai | 2019 | 65.43% |
| HSC Jai Hind College, Mumbai | 2016 | 84% |
| ICSE Villa Theresa High School, Mumbai | 2014 | 87.80% |

ADDITIONAL QUALIFICATIONS

- Brand Management: Aligning Business, Brand and Behaviour Course from Coursera(July'21)
- Leadership in 21st Century Organizations Course from Coursera (June' 21)

INTERNSHIP

Snack Amor (Summer Intern)

May' 21 - Jun' 21

Project Title:A Study on Social Media Marketing for Healthy Snacking at Snack Amor

ACADEMIC ACHIEVEMENTS

- Secured the Third Rank in the Semester-III, BCOM, at Jai Hind College, Mumbai in 2017.
- Secured the Third Rank in the Semester -I, HSC at Jai Hind College, Mumbai, in 2014.

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- My article "Trends of the month" got featured on the last page of the Youth Incorporated Magazine in March 2017.