



# KASHMIRA RAMCHANDANI

Specialization: Marketing

## CONTACT

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DOB: 17<sup>th</sup> Feb 1997

## EXPERIENCE

Account manager  
Indigo Consulting  
June 18- May 19

### Tasks/Accomplishments.

- Successfully co- managed campaigns on social media platforms like facebook, instagram and twitter.
- Developed and launched the Instagram page for YouTube India by contributing ideas in the planning and the execution.

Social Media executive  
Ethinos Digital marketing  
July 2017- June 2018

### Tasks/Accomplishments.

- Assisted my team with developing and implementing social media strategies for day to day posts as well as for topical days like diwali, holi, Xmas, etc.
- Handled the bank marketing (web banners, mailers and digital atm screens) for all the banks associated with NPCI.

## KEY PROJECTS UNDERTAKEN

**Yoga 365**

**Dec 20 - Jan 21**

Social media marketing for Yoga 365's Social media page

## EDUCATION

PGDM IES's Management College and Research Centre, Mumbai	2022	3.55/4
BMS MMK College Mumbai	2017	63%
HSC HR College Mumbai	2014	74%
SSC St Mary's Convent, Mumbai	2012	80%

## ADDITIONAL QUALIFICATION

Completed digital marketing course from Udemey in April 2021

## SUMMER INTERNSHIP

L&K Saatchi and Saatchi

May 21 - July 21

Project title : A study on social media strategies of BPCL and learning creative operations in an agency

## CO- CURRICULAR AND EXTRA CURRICULAR ACHIEVEMENTS

- Member of the organizational committee for AIESEC's DMW event - July 2016

- Member of the college fest Lakshya's organizing committee - Dec 2016

Position of Responsibility

Admin and cultural team member of Pratyush (IES Cultural Fest)

