



RITIKA SACHDEV

Specialization: Marketing

CONTACT

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M. G. Road, Goregaon (W), Mumbai-104.
DOB: 25th Feb 1998

EXPERIENCE

Designation: Marketing and Production Manager.
Company: Fashion Junction.
Duration: June'19- March'20.
Task: Marketing and Production of their in-house apparel brand, 'Power of Youth'.

KEY PROJECTS UNDERTAKEN

- Social Media Marketing Live Project with YOGA 365. (December'20- January'21)
- Advertising Design Project on stationary products of a fictitious company named 'Write Right'. (October'2018- November'2018)

POSITION OF RESPONSIBILITY

- Active Member of Student Alumni Committee at IES MCRC.
- Head of Marketing Department at college events during B.M.M.

EDUCATION

PGDM IES's Management College and Research Centre, Mumbai.	2022	3.59/4
Bachelor of Mass Media (Advertising) Lala Lajpatrai College of Commerce and Economics, Mumbai.	2019	67.73%
HSC Malini Kishore Sanghvi College of Commerce and Economics, Mumbai.	2016	64.62%
ICSE St. John's Universal School, Mumbai.	2014	68.33%

ADDITIONAL QUALIFICATIONS

- Certificate Course in Instagram Marketing from Udemy (March'21)
- Certificate Course in Digital Marketing from Udemy (February'21)
- Certificate Course in Basics of Customer Services from TCS Ion (July'20)
- Certificate Exam Of Insurance Agents from Insurance Institute Of India (June'18)
- MS-CIT (Maharashtra State Certificate in Information Technology) (October'14)

INTERNSHIPS

The Outlook Group (Summer Intern)

May'21- June'21

Project Title: A Study Analyzing The Role Of CRM In Effective Advertisement With Focus On Outlook Group.

The New India Assurance Co. Ltd (Intern)

March '18- May'18

Marketed General Insurance Policies.

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Participated in D.L.L.E (Department of Lifelong Learning and Extension) (April'18)
- Advanced Photography from National Institute of Photography (April '17)