



VIDYESH SAMANT

Specialization: Marketing

CONTACT

PHONE: 9820959824

EMAIL: vidyesh.samant20@ies.edu

ADDRESS: 24, Shakti Niwas, Station Road, Goregaon (W), Mumbai – 104

DOB: 23rd April 1998

KEY PROJECT UNDERTAKEN

- **FITNESS BLENDER**
Apr '19
Details: Developed an Application using Android Studio
- **MARS WRIGLEY**
Feb '21
Detail: Study on Marketing strategies of Mars Wrigley

POSITION OF RESPONSIBILITY

- Headed the PR department of Ignite of Patkar Varde College of Arts & Science, 2017
- Member of social media team Pratyush, IES' MCRC, 2021
- Organized 11th Edition of International Research Conference, IES' MCRC, 2021

EDUCATION

PGDM IES's Management College and Research Centre, Mumbai	2022	3.55/4
BSc.IT S.S. & L.S. Patkar Varde College of Arts & Science, Goregaon	2019	58%
HSC Nagindas Khandwala College of Commerce Arts and Science, Malad	2016	52.15%
SSC Dr. S. Radhakrishnan Vidyalaya, Malad	2014	78.63%

INTERNSHIP

The Himalaya Drug Company (Summer Intern)

May '21 – July '21

Project Title: Developing a core CRM portal for Himalaya channel partner

ADDITIONAL QUALIFICATION

- Course on "An Introduction to consumer Neuroscience & Neuromarketing" by Coursera
March '21
- Course on "Advanced content and social tactics to optimize SEO" by Coursera
Jan '21
- Course on "Fundamentals of digital marketing" by Google
April '21

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Ranked 1st in Inter-college cricket tournament Jan '15
- Gold medal in Kho-Kho BCG Tournament Sep '13

