



# VEDIKA AGRAWAL

Specialization: Marketing

## CONTACT

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ADDRESS: 301, Ashok Kunj, J.B Nagar, Andheri (East), Mumbai-59.

DOB: 9<sup>th</sup> October, 1998

## EXPERIENCE

### Client Relationship Manager- Talent Relations

Everymedia Technologies

1<sup>st</sup> July, 2019- 31<sup>st</sup> August, 2020

### Tasks/Accomplishments.

Managing the digital profiling of A list Bollywood celebrities and designed effective campaigns for them

Worked on multiple client pitches and got over 10 clients on board

Promoted to a manager within 8 months

## KEY PROJECTS UNDERTAKEN

### YOGA365

Dec'20 – Jan'21

Details: Social Media Marketing

### Gozoop:

Feb '17- Apr '17

### Coutloot:

May '17- July '17

## EDUCATION

<b>PGDM</b> IES's Management College and Research Centre, Mumbai	<b>2022</b>	<b>3.72/4</b>
<b>B.Com</b> Mithibai College, Mumbai	<b>2019</b>	<b>A</b>
<b>HSC</b> Mithibai College, Mumbai	<b>2016</b>	<b>87.08%</b>
<b>ICSE</b> Lilavatibai Podar Senior Secondary School, Mumbai	<b>2014</b>	<b>91.80%</b>

## ADDITIONAL QUALIFICATION

- 18-hour certification course on "Influencer Marketing" by Coursera, Apr 2021
- 14- hour certification course on 'Management of Fashion & Luxury Companies" by Coursera, Dec 2020
- 12-hour certification course on "Private Equity & Venture Capital" by Coursera, Dec 2020
- Fundamentals of Digital Marketing course of 40 hours conducted by Google, Jul 2020
- Digital Marketing Course from Indian Institute of Digital Education (IIDE), Mumbai, Mar 2016

## INTERNSHIP

### Times Network (Summer Intern)

Mar'21 – June'21

**Project Title-** A study of practice of Integrated Marketing Communications by Times Network.

**DBC Real Estate:**

Aug '17-July '18

**Weddings Online:**

Apr '19-May '19

Details: Conceptualizing,  
strategizing & execution of content.

**POSITION OF  
RESPONSIBILITY**

Member of RHYTHM 2020-21 of  
IES MCRC

**CO-CURRICULAR AND EXTRA-CURRICULAR  
ACHIEVEMENTS**

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- Selected in the Top 60 at Yugma's Best Summer Project Awards, Jul 2021
- Secured the 1<sup>st</sup> place in "Brandstorm - A case study competition" organized by IESMCRC Marketing Club, Feb 2021
- Secured 3<sup>rd</sup> place in Poster competition, "Poster Anamnesis" organized by IESMCRC HR Club, Sep 2020