



SHWETA CHANDRATRE

SPECIALIZATION: MARKETING

EDUCATION

Post Graduate Diploma in Management (PGDM) IES's Management College and Research Centre, Mumbai	2022	3.4/4
Bachelors of Mass Media (BMM) Ramnarain Ruia Autonomous College, Mumbai	2018	77.28%
HSC HPT Arts College, Nashik	2015	85.08%
SSC St. Francis High School, Tidke Colony, Nashik	2013	84.36%

ADDITIONAL QUALIFICATION

- Successfully completed Fundamentals of Digital Marketing (40 hours) course by Google, (2021)
- Successfully completed MSCIT course from Nashik, (2013)
- Successfully completed Visharad degree in Indian Classical KATHAK Dance from Gandharva Mahavidyalaya, Pune (2016)

INTERNSHIP

Amul India (Summer Intern)

May '21- July '21

Project Title: A Study on Customer Satisfaction and Marketing Practices of Amul Beverages.

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Secured 1st position in poster competition, "Poster Anamnesis" organized by IESMCRC HR club (2020)

CONTACT

PHONE: 8888389481

EMAIL:

shweta.chandratre20@ies.edu

ADDRESS:

ASC-72, Indrayani Bungalow,
Ashwin Nagar, New Cidco, Nashik-
422009.

DOB: 27th Nov 1997

KEY PROJECTS UNDERTAKEN

•Yoga 365- Social media marketing

Promotion of services offered by Yoga-365 on different social media platforms

(Live Project- Jan2021)

•Rebranding of a company PIDILITE

Pidilite company was rebranded as a dating website named as "Pidignite"

(Group project in last year graduation in 2018)

POSITION OF RESPONSIBILITY

- Head coordinator of Pratyush'21 of IES MCRC
- Member of cultural team in Ruia College
- Member of PR team in Tilt Shift annual BMM festival Ruia College

- Secured 1st position in RAS BANARAS competition, Krishna Priya award (Kathak, 2019)
- Secured 1st position in International Youth Cultural Festival, Spain (2017)