



**BHAVIKA KOCHAR**

Specialization: Marketing

### CONTACT

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Nashik-422101

DOB: 24<sup>th</sup> May 1997

### POSITION OF RESPONSIBILITY

Member of Pratyush'20 at  
IES MCRC

### KEY PROJECTS UNDERTAKEN

#### Yoga 365

Dec'20 – Jan'21

- Live Project in Social Media Marketing

### EDUCATION

<b>Post-Graduate Diploma in Management</b> IES's Management College and Research Centre, Mumbai	<b>2022</b>	<b>3.5/4</b>
<b>Bachelor of Commerce</b> Savitribai Phule Pune University, Pune	<b>2019</b>	<b>55.00%</b>
<b>HSC</b> Bhikusa Yamasa Kshatriya College of Commerce, Nashik	<b>2009</b>	<b>72.46%</b>
<b>ICSE</b> Ashoka Universal School, Nashik	<b>2007</b>	<b>77.66%</b>

### ADDITIONAL QUALIFICATION

- Certified in Digital Marketing- Google
- Orientation course by ICAI
- Integrated Course on Information Technology and Soft Skills by ICAI
- The Complete Digital Marketing Course- Udemy
- Certified in The BEST of Facebook Ads: Facebook ADs 2021 ULTIMATE PRO Edition

### INTERNSHIP

- **Amul India Ltd.** (Summer Intern)  
May'21 - June'21  
**Project Title:** A Study on Customer Perception of Amul Chocolates

### ACADEMIC ACHIEVEMENTS

- Special subject- Cost and Works Accounting (B. Com)
- CA-CPT June 2015

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

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- Participation certificate for Online HR Poster Anamnesis conducted by IESMCRC
- Participation certificate for HR Online Assessment Centre Workshop conducted by IESMCRC
- Cleared Round 1 of Inspirobiz Pan India Case Study Competition
- Participated in Edgistify Innovation Challenge