



VINISHA LODHA

SPECIALIZATION: MARKETING

CONTACT

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DOB: 29th April 1998

KEY PROJECTS UNDERTAKEN

Free lancing projects
Dec'19 – Present

Social Media Promotions of the following companies that includes content writing, graphics, managing social media platforms , Ads, etc

- Zestwandars
- Solutions Invest
- Parichay Gift
- Prep4future
- Drshti Research and Development
- Mezaya Confectionery

POSITION OF RESPONSIBILITY

- Head of Mithibai NSS for the year 2017-2018
- Member of Admission team and Social Media of IESMCR'20

EDUCATION

PGDM IES's Management College and Research Centre, Mumbai	2022	3.59/4
B.Sc (Botany) Mithibai College of Arts, Chauhan Institute of Science and Amrutben Jivanlal College of Commerce and Economics	2020	62.33%
HSC Mithibai College of Arts, Chauhan Institute of Science and Amrutben Jivanlal College of Commerce and Economics	2016	64.77%
SSC Smt. J.B. Khot High School No. 2	2014	85.20%

ADDITIONAL QUALIFICATION

- Instagram Marketing: Hashtags, live stories, ads & more from Udemy – April 2021
- Management of fashion and luxury companies from Bocconi University – April 2021
- Brand Management: Aligning business, brand and behavior from London Business School – April 2021

INTERNSHIP

Micro-Star International

Summer Intern

May '21– July '21

Project Title: A Study on Influence of Social Media and overall Digital advertising on consumer behavior

Verve Marketing Solutions

Content writer

April'19-June'19

R.N Cooper Hospital, Mumbai

Intern

May'17