



# AAKANSHA SHAH

SPECIALIZATION: MARKETING

## CONTACT

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Iraniwadi no 3, Kandivali (W), Mumbai-  
400067.

DOB: 8<sup>th</sup> July 1999

## KEY PROJECTS UNDERTAKEN

Recruitment and selection processes  
SIGMA-BYTES COMPUTERS PVT.LTD  
May19 – July19  
Task / accomplishment  
Selecting and recruiting the right people for  
the company for its field

Marketing Research  
SIGMA-BYTES COMPUTERS PVT.LTD  
MAY18-JUNE18  
Task/accomplishment  
Meeting the clients and understand their  
needs for structured cabling

LIVE PROJECT  
Social Media Marketing with YOGA365  
14 Dec2020- 14 Jan 2021  
Task / accomplishment:  
Youtube Campaign for yoga365 and  
increasing the subscribers for them

## POSITION OF RESPONSIBILITY

Head of food department in Kiran Fest of  
N.L. College

Member of RHYTHM Club at IES

## EDUCATION

<b>PGDM</b> IES's Management College and Research Centre, Mumbai	<b>2022</b>	<b>3.02/4</b>
<b>BMS(Bachelor of Management Studies)</b> Nagindas Khandwalla College of Commerce, Arts, Science Mumbai	<b>2020</b>	<b>8.95</b>
<b>HSC</b> Nagindas Khandwalla College of Commerce, Arts, Science .Mumbai	<b>2017</b>	<b>69.23</b>
<b>SSC</b> St. Josephs School	<b>2015</b>	<b>75.40</b>

## ADDITIONAL QUALIFICATION

- Certificate course in office automation
- Completed Tally certificate course
- Certification of NISM in Building careers in Capital market
- Completed Event Management certification course
- Completed 3p's of Event management certification course
- Completed Digital Media marketing certificate course

## INTERNSHIP

**Shapoorji Pallonji Real Estate (summer internship)**  
May21- July21

**Project Title:** Study of Sales Research, Pre sales activity, Channel  
partner and Client engagement.

## CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Secured third place in inter school General Knowledge  
examination conducted by Vikas Society Academy
- Secured 10 grade in UCMAS exam which is registered in Limca  
book of records
- Won third prize in Poster making competition
- Participated in Credit Research Challenge

