



PRIYAL SHAH

Specialization: Marketing

CONTACT

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KEY PROJECTS UNDERTAKEN

Ocupetal Marketing Agency

Jan'21 – Mar'21
Details: Sales, Leads Generations & basics of Digital Marketing

Mars Wrigley

Jan'21 – Mar'21
Details: Insight to marketing strategies of the Mars

Export Sathi LLP

Feb'21 – Apr'21
Details: International export business, Secondary research and leads generation

Yoga 365

Dec'20 – Jan'21
Details: Digital and Social media campaigns run to increase viewers and subscribers

POSITION OF RESPONSIBILITY

- General Meeting Director at Leo Club of Bombay Garodia Nagar(LCBGN) - NGO
- Member of Marketing Club of IESMCRC

EDUCATION

PGDM IES's Management College and Research Centre, Mumbai	2022	3.28/4
BFM (Financial Market) S. K Somaiya College of Arts, Science and Commerce	2020	77.1%
HSC K. J Somaiya College of Arts Science and Commerce	2017	73%
SSC Rushikul Gurukul English Medium High School	2015	82%

ADDITIONAL QUALIFICATION

- Intermediate Excel Course by Raj Computers (2016)
- An Introduction to Consumer Neuroscience & Neuromarketing from Coursera by Copenhagen Business School (2021)

INTERNSHIP

Shapoorji Pallonji Real Estate (Summer Intern)

May'21– Jun '21

Project Title: Sourcing Manager, engaging with Channel Partners, Getting walk-ins & Leads Generation.

Impact Guru

Jan'18 – Apr'18

Project Title: Business development department, engaging with donors, creating portals for the clients.

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- District Volley Ball player (2017)