



# ADITYA CHACHAD

Specialization: Marketing

## CONTACT

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Vijay Society, Mahatma Phule road,  
Vishnu Nagar, Dombivli (West)

DOB: 30th September 1995

## EXPERIENCE

Business Development Executive  
(Internship)  
InClinition, Dombivli

## Tasks:

- Marketing of Pharmaceutical services & Pharmaceutical courses
- Digital Marketing
- Content Writing
- Training Activities

## EDUCATION

<b>Post-Graduate Diploma in Management</b> IES's Management College and Research Centre, Mumbai	<b>2022</b>	<b>CGPA 3.59/4</b>
<b>B.Sc Chemistry</b> Madurai Kamraj University, Madurai, Tamil Nadu	<b>2019</b>	<b>58%</b>
<b>HSC</b> Model College, Dombivli	<b>2013</b>	<b>49.50%</b>
<b>SSC</b> IES's Chandrakant Patkar Vidyalaya, Dombivli	<b>2011</b>	<b>76.80%</b>

## ADDITIONAL QUALIFICATION

- **Post Graduate Diploma in Advanced Pharmacy (PGDAP)**  
From: 2018 to 2019 - Marketing Specialization

School: InClinition Institute, Dombivli West, Dist. Thane, Maharashtra, India  
Grade: 69.45%

### Activities carried out during the course:

- Review article on Application of Ethosomes
- Case Study of Plazomicin- Zemdri
- Thesis on Branding of Pharmaceuticals

- **Foreign Language: Spanish**

Instituto Hispania, Mumbai  
Levels: 1) Basic  
2) Intermediate

## KEY PROJECTS UNDERTAKEN

### Finlatics Financial Markets Experience

Program

Dec'20- Feb '21

Details: Create, manage and maintain a real-time simulated portfolio on BSE 500 listed companies.

### Yoga 365 Live Project

14<sup>th</sup> December 2020- 14<sup>th</sup> January 2020

Digital Marketing live project

### Jan Kalyan Multipurpose Society

Business Development (Fund Raising & Strategies Development) Intern.

## POSITION OF RESPONSIBILITY

- Member of Marketing Club Committee, IES MCRC
- Member of Social media team LinkedIn Placement Committee, IES MCRC

## • Certifications:

1. Certificate Course in The Complete Digital Marketing Course from Udemy, January 2020
2. Certificate Course in Ultimate Marketing and Selling Course from Udemy, February 2020
3. Certificate Course in The Complete Personal Productivity Course - Business & Life from Udemy, February 2020
4. Certificate Course in Advanced E-commerce from Udemy, May 2020
5. Certificate Course in The Complete Business & Marketing Course from Udemy, April 2021

## INTERNSHIP

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### Amul GCMMF- (Summer Intern)

May '21- June '21

**Project Title-** The study of marketing strategies of Amul's Ghee and Bakery products

## PUBLICATION

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1. Karmarkar AB, Chachad AD. Regulatory changes: overcoming hurdles. *Ingredients South Asia*. 16-30 April, 2017; 10(4): 57-60.

## ACADEMIC ACHEIVEMENTS

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- Winning team member of "Make The Case" national case study competition in the category - "Initiatives of a Stakeholder with Limited Resources", Organized by Commitments Accelerator for Plastic Pollution (CAPP), Goa Institute of Management (GIM) and Indian Plastics Institute (IPI) with an intent to highlight exceptional plastic waste-reducing initiatives in India that could be replicated all over the world.
- National finalist in Edjistify Innovation Challenge 2020 edition II