



PRATIK KEJRIWAL

Specialization: Marketing

CONTACT

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DOB: 16th Jan 2000

KEY PROJECTS UNDERTAKEN

Cesim Pathway (Business Simulation)

May'21 – June'21

Details: Manage Your Own Virtual Retail Store in a Competitive Environment.

Prajna Self Care Pvt. Ltd. (Live Project)

April'21 – May'21

Details: Finding Accurate Information on the Assigned Topic.

Mars Wrigley (Live Project)

Jan'21 – Feb'21

Details: Study on Marketing Strategies of Mars Wrigley.

Yoga365 (Live Project)

Dec'20 – Jan'21

Details: Social Media Marketing.

Chai & Games

Jan'20 – March'20

Details: Customer engagement i.e. Attending, Administration and Training Customers. Helping the Customers with Most Suitable Logic-Based Board Game.

Geebee Education Pvt. Ltd.

June'19 – July'19

Details: Data Research and Extraction Intern.

POSITION OF RESPONSIBILITY

- Coordinator of Admissions Club'21 of IES MCRC.
- Member of the Rotaract Club'19 of Ghanshyamdas Saraf College.
- Head Committee of Sponsor club for the fest MAUJ'19 of Saraf College.

EDUCATION

Post-Graduate Diploma in Management IES's Management College and Research Centre, Mumbai	2022	3.66/4
Bachelors in Banking and Insurance Ghanshyamdas Saraf College of Arts & Commerce, Mumbai	2020	7.68 CGPI
HSC Durgadevi Saraf Junior College, Mumbai	2017	66.15%
SSC Dr. Sarvepalli Radhakrishnan Vidyalaya, Malad	2015	70.80%

ADDITIONAL QUALIFICATION

- Complete Digital Marketing Certification Course from Udemy, 2021.
- Excel: Beginner to Advanced Certification Course from Udemy, 2021.
- An Introduction to Consumer Neuroscience & Neuromarketing Certificate Course from Coursera, 2021.
- Touch Typing Certification Course from Udemy, 2021.
- Brand Management Certification Course from Coursera, 2021.

INTERNSHIP

MSI Pacific International Holding Co.,Ltd. (Technical Marketing Intern)

May'21 – Aug'21

Project Title: A Study of Sales Promotion Activities Implemented by MSI Laptops Over Social Media.

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Secured 1st Prize in CODM E-Sports conducted by IIM Udaipur.
- National Finalist of the case study competition by CII-Yi Committee of KJ Somaiya Institute of Management.
- Secured 3rd Prize in Online HR Quiz Competition conducted by IESMCRC.
- Secured 1st Prize in CODM E-Sports conducted by Symbiosis Institute of International Business.
- Secured 1st Prize in CODM E-Sports conducted by IIM Raipur.