



APURVA LONKAR

Specialization: Marketing

CONTACT

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DOB: 13th Dec 1998

KEY PROJECTS UNDERTAKEN

- **Finance intern
Indoco remedies Ltd**
29th May '17– 28th June '17
Details: Training under
finance team w.r.t working
capital analysis
- **Clothing adda online
store
marketing and sales**
5th july'20- 20th july'20
Details: Social media
promotions, schemes and
ideas generation.
- **Mars Wrigley live project
Study on Marketing
strategies of mars
Wrigley**
15th Jan'21- 15th Feb'21
Details: market survey &
recommending strategies
- **Export sathi
Export market
development and study**
23rd Feb'21- 24th Mar'21
Details: Market research on
potential export products

EDUCATION

Post-Graduate Diploma in marketing- 2nd Year IES's Management College and Research Centre, Mumbai	2021	3.71/4
B.M.S (FINANCE) D.G. Ruparel college, Mumbai	2019	9.25 CGPI
HSC D. G. Ruparel college, Mumbai	2016	76.15%
SSC I.E.S School, Dadar Mumbai	2014	83%

ADDITIONAL QUALIFICATION

- Colloquium seminar on INDIAN ECONOMY 2017
- TCS Soft skill online course certification 2020
- TCS wealth management online course certification 2020
- Business analyst online course by LinkedIn 2021
- Digital marketing online course by LinkedIn 2021

INTERNSHIP

Vans Group - Snackamor (project manager & e-com intern)
Feb'21-july'21

Project Title: A Study of various marketing techniques to
improve the online presence of the brand Snackamor.

ACADEMIC ACHIEVEMENTS

- 3rd rank in third year of graduation Sem V, at Ruparel college
2019

POSITION OF RESPONSIBILITY

- Admission cell member at IES MCRC
- Hosted arambh' college event 2018 at D. G. Ruparel college

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Presented a research paper in 11th international business research conference 2021
- Participated in Livewire- The ultimate case study challenge by IIM, Ahmedabad
- Participated in Protathlitis quiz by IIM, Bodh Gaya