



HITANSHI PAREKH

Specialization: Marketing

CONTACT

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DOB: 18th March 1997

EXPERIENCE

Business Development Executive ABEC Pvt. Ltd

April '2018- Feb '2020

Tasks/Accomplishments.

- Space selling for ACETECH exhibition of Mumbai.
- Creating efficient sales channels and meeting clients for closing deals, fulfilling the given target and taking care of operations during the expo

KEY PROJECTS UNDERTAKEN

Mars Wrigley

Jan'2021-Feb'2021

Tasks/Accomplishments.

Study on Marketing Strategies of Mars Wrigley

Export Sathi LLP

Feb'2021-April'2021

Tasks/Accomplishments.

Textile Market (Marketing)
Secondary research, identifying key contacts, lead generation.

POSITION OF RESPONSIBILITY

- Head of Entrepreneurship and Leadership Cell, IESMCRC '20.
- Marketing Head of Pannah (Fest of KPB Hinduja College) '17.
- Co-headed the online flea market for IESMCRC in December 2020.

EDUCATION

| | | |
|---|-------------|---------------|
| PGDM IES's Management College and Research Centre, Mumbai | 2022 | 3.77/4 |
| B.COM K.P.B Hinduja College of Commerce, Mumbai | 2018 | 64.85% |
| HSC K.P.B Hinduja College of Commerce, Mumbai | 2015 | 75.85% |
| SSC Bai B. S. Bengalee Girls' High School | 2013 | 80.80% |

ADDITIONAL QUALIFICATION

- The Fundamentals of Digital Marketing from Google Digital Garage, May 2020
- Retail Management from Durgadevi Saraf Institute of Management Studies, July 2020
- Luxury Brand Management from Coursera, June 2021
- Spanish A1 Level, March 2020

INTERNSHIP

Shapoorji Pallonji Real Estate (Summer Intern)

May '2021- July '2021

Project Title: A study on Changing scenario of real estate sector in India

Marketing Intern

Olena Health (Nov 2017 – April 2018)

Tasks/Accomplishments.

- Handled online and offline BTL marketing activities for the brand

Marketing Intern

Market Drive Inc. (May 2017 – October 2017)

Tasks/Accomplishments.

- Collaborating influencers with brands for promotions and working on creative ad campaigns

CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Member of Young Wing of Rotary Club, Malabar Hill, Mumbai
- Elementary and Intermediate Examination- B Grade
- 3rd prize in 4th Pregerine Global Services Instant Case Study Competition, December 2020.