



## RUCHI PATHAK

Specialization- Marketing

### CONTACT

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DOB: 29<sup>th</sup> Sep 1998.

### KEY PROJECTS UNDERTAKEN

- Mars & Wrigley  
Sales and Market Research project in Jan 15, 2021- Feb 15, 2021  
**Details-** on field interaction with retailers, competitive analysis of Mars confectionary.
- PRAJNA SELF CARE PVT. LTD.  
Market Research in project Mar 6, 2021- Apr 10, 2021  
**Details-** Market size, Data collection of Doctors with different profiles, Competitive Applications analysis.
- CESIM BUSINESS SIMULATION.  
Retail Business simulation project in May 15, 2021- June 15, 2021  
**Details-** Retail Business simulation project, Sales revenue maximization.

### POSITION OF RESPONSIBILITY

- Member of Marketing Club of IESMCRC.
- Worked as core committee in the college event "Gravity"

### EDUCATION

<b>PGDM</b> IES's Management College and Research Centre, Mumbai	<b>2022</b>	<b>3.3/4</b>
<b>B.Sc. (in Microbiology)</b> PTVA Sathaye College Vile Parle, Mumbai	<b>2019</b>	<b>56.01%</b>
<b>HSC</b> PTVA Sathaye College Vile Parle, Mumbai	<b>2016</b>	<b>66.77%</b>
<b>SSC</b> N.G. Vartak English Medium high school and junior college	<b>2014</b>	<b>86.20%</b>

### ADDITIONAL QUALIFICATION

- Advance Microsoft Excel Course-May 21<sup>st</sup> 2020
- Certificate Course in Digital Marketing- April 25<sup>th</sup> 2020
- Certificate course in Brand Management: Aligning, Business, Brand and Behaviour- May 17<sup>th</sup>, 2021
- Certificate course in Consumer Neuroscience and Neuromarketing- Mar 24<sup>th</sup>, 2021

### INTERNSHIP

Shapoorji Pallonji Real Estate (Summer Intern)  
May '3 2021- July '4 2021  
**Project Title:** A study on macro and micro segments of Real Estate.

### CO-CURRICULAR AND EXTRA-CURRICULAR ACHIEVEMENTS

- Featured in Higher education forum Need cum Merit scholarship awardees for 2020
- Secured 3rd prize in Poster Presentation competition organized by Patkar-Varde college.
- District level chess player.