

Pratik Vaid

Marketing Enthusiast.

MBA professional with more than 3.5 years of experience in marketing & digital marketing. I want to work in a pragmatic way in an organisation where i can show my talent and enhance my skills to meet company goals.

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EXPERIENCE

Spectrum Automation — *Marketing & Customer Relationship*

DECEMBER 2015 - JUNE 2017

- Client handling.
- Retaining customers.
- Keeping a check on the workforce.
- Designing quotations.
- Managed invoices..

Envoys Electronics Pvt. Ltd — *Business Promotion & Marketing Executive*

AUGUST 2020 - NOVEMBER 2020

- Catalogue designing.
- Presentation designing for different products.
- Handled or resolved client queries.
- Providing the quotations to the clients.
- Learned client retainment.
- Visited to multiple clients for better client handling.
- Managed invoices.
- Managed their other online platforms.

Sath Badhte Kadam Foundation(NGO) — *Trustee*

MARCH 2019 - PRESENT

- Applied for government documents 12A,80G
- Got the NGO registered.
- Helped unprivileged people all over delhi by providing food packets and some basic necessary goods during pandemic circumstances of **COVID-19**
- Organised health camps.
- Organised food donation drives.
- Organised clothes donation drives.
- Organised camps in different societies for collection of old clothes and toys.
- Organised plantation drive.
- Organised safe and unsafe touch sessions for girls.
- Organised a free medical camp..
- Helped unprivileged to get their ew's card made for free hospital services in private hospitals.
- Handling all the social media accounts.

TECHNICAL SKILLS

Microsoft Word.
Microsoft Excel.
Microsoft Powerpoint.
Digital Marketing.
Ad Words.
Content Marketing.
SEO's.
Adobe Lightroom.
Final Cut Pro.

PERSONAL SKILLS

Client Relationship.
Team Player.
Organising Skills.
Business Communication.
Critical Thinking.
Project Management.
Social Media Analytical Skills.

EDUCATION

St.Gregorios School, Dwarka — 12th CBSE

2012-2013

- Completed my schooling from convent school with a commerce background.
- Won second position in science exhibition(2010)
- Member of world of electrons (by Gulpawan Mand)
- Official photographer for all the functions hosted in school.

Banarsidas Chandiwala Institute Of Professional Studies, GGSIPU, Dwarka — Bachelor of Business Administration

AUGUST 2013 - JUNE 2018

- Held first position in Best Out Of Waste competition.
- Member of a photography club.
- Project Report : A study on marketing strategies of Delhi Emporium(DSIIDC) JULY2015 - AUGUST 2015

Management Education & Research Institute, GGSIPU, Janakpuri — Masters of Business Administration (Marketing)

AUGUST 2018 - JULY 2020

- Head of marketing committee.
- Fest organiser.
- College official photographer.
- Managed all the social media handles of the institute.
- Projected, directed & videography done for documentary on cyber bullying.
- Project Report: A study on marketing strategies of NGO's in india, 3 JUNE 2019 - 15JULY 2019

PROJECTS AND INTERNSHIPS

Marketing Intern: DSIIDC (Delhi Emporium) JULY'15 – AUG'15

- Analyzed consumer usage patterns to identify trends and target key demographics.
- Compiled product, market and customer data to forecast accurate sales and profit projections. Managed Invoices

Marketing Executive : SAATH BADHTE KADAM FOUNDATION (NGO) **JUNE'19 – JULY'19**

- Coordinated the tree plantation drive.
- Provide free learning classes on a weekly basis to unprivileged children.
- Organized safe and unsafe touch sessions.
- Organized food donation drive to unprivileged people.

LANGUAGES

English & Hindi.

CERTIFICATION

DPEG advance photography
(2014-2105)

Best documentary filmed
award.

Udemy (April'21-Pursuing)-
Beginners to advance excel
Digital Marketing.(Pursuing)

