

# DEVANSHI DOSHI

PGDM - MARKETING



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## INTERNSHIPS

02 May 2020 -  
02 July 2020

**Vitraag Tutorials**  
Digital Marketing Intern

- Building a digital infrastructure and enhancing the brand name of the organization.
- Creating social media calendar for the whole year.
- Recommended internal & external strategies to help derive good results.

02 May 2020 -  
02 July 2020

**UFO Moviez**  
Media Analyst Intern

- Researched on OTT platforms like Alt Balaji, Amazon Prime, Hotstar, Netflix, Zee5, Voot
- Analyzed different ad patterns for traditional & digital media for OTT platforms.

19 March 2019 -  
26 May 2019

**EveryMedia Techonologies**  
Alliances & Associations Intern

- Handled Associations for **Amazon Prime Video's** Original - Mind The Malhotras.
- Interacted with 80+ influencers and associated with 100+ brands and also did a project with food bloggers.
- Worked on collaborations for one of the Highest Grossing Movie of the Year - **Kabir Singh**.

04 December  
2018 - 04  
March 2019

**GrassRoots India**  
Marketing Consultant

- Handled their **Social Media** accounts and also **SEO** activities for their websites
- Conducted a **marketing promotion** for their offline mood calendar and Database Management
- Got 3 rewards and recognition by the Managing Director for my work.

## EDUCATION

**MET Institute of Computer Science**

2019 - 2021 | PGDM - Marketing

**S K Somaiya College of Arts, Science and Commerce**

2015-2018 | Bachelor Of Commerce | 71.71 %

**S K Somaiya College of Arts, Science and Commerce**

2013-2015 | HSC | 75.23 %

**SVDD English Medium School**

2013 | SSC | 78 %

## PROJECTS

Designed a prototype for a supermarket which is easy to access and quick to pay

Designed a creative brief and promotion plan for brand: **AIRTEL**

Created Research Project on: **Online Dating Applications**.

CEO Dashboard on Excel : **ONE PLUS**

## CERTIFICATIONS

Digital Marketing Diploma Course - November 2018

Google Certifications - June 2020

## ACHIEVEMENTS & EXTRA-CIRRICULAR

Team member of winning team at MET'S managerial **E4 Uttan Outbound Program** - 2019

Received a **Merit** certificate at Delhi Poetry Competition - 2018

Founder of an **Instagram Business** for Customised Gifts- 2017

Poems published in College Magazine( Panache) - 2016-2017 & 2017-2018