

Darshan Kurdikar

PGDM in Marketing with Analytics Minor - Equipping for MarTech

CAREER OBJECTIVE

Seeking a role in category management in an organization where I can utilize my understanding about market trends, product development, consumer behavior and knowledge in analytics where I can drive growth and profitability through proper execution of plans and data driven insights.

INDUSTRY PROJECT(S)

Organization: BasketHunt Pvt Ltd.

Designation & Duration: Business Associate Intern (2 months)

Summary: Develop, monetize and implement strategies to meet company's goals. Identifying ways to generate revenue for growth of business.

Organization: Syntegon Technologies India Private Limited

Designation & Duration: IT Intern (15 days)

Summary: Managed IT assets of the organization. The internship helped me in understanding how every department in the organization operate

ACADEMIC PROJECT(S)

Organization: Vera Skincare

Topic: Managing Online Store

Objective: Developed a website for health and beauty products using shopify and analyzed the website traffic and related digital marketing analysis using tools like Google Adwords and Google Analytics.

Organization: Minatureherbal

Topic: Request For Problem (RFP) Project for brand positioning

Objective: Developed a brand positioning strategy to establish a unique identity, target a specific audience, and differentiate themselves from other herbal beauty product brands. *(Project In Progress)*

Topic: Research Incubation Project In E-commerce Sector

Objective: How to establish miniature as an aspirational brand *(Project In Progress)*

Organization: Goa Engineering College

Topic: BookShare Application

Objective: Developed a platform (app) for users to buy, sell or rent books. Also induced recommender system into the app. This project will be an instrumental software in managing library system for the schools and colleges.

PROFESSIONAL QUALIFICATIONS

Post Graduate Diploma in Management in Marketing | Analytics Minor |

Jagdish Sheth School of Management, Bangalore | **Class of 2024 | CGPA of 7.3**

Bachelors in Engineering | Goa Engineering College, Goa | 2022 | **70%**

PAST EDUCATION

Higher Secondary with Science | Dempo H.S.S, Cujira, Goa | 2018 | **65.33%**

Secondary School | People's High School, Panaji, Goa | 2016 | **84%**

ACCOMPLISHMENTS & ACTIVITIES

- Volunteered** for IISF (India international Science Festival) which was held in Goa in December 2021. My team and I, was responsible for taking care of guests and judges during the event (2021)

Jagdish Sheth School of Management
 (Accredited by AICTE, NBA, and AACSB)

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<https://jagsom.edu.in/>



THOMAS PROFILE COMPETENCIES

Resource Optimization
Interpersonal Skills
Listening Skills

TECHNICAL SKILLS & CERTIFICATIONS

Python- Intermediate
Tableau- Intermediate
SPSS- Intermediate
Content Marketing from Hubspot
Google Analytics from Google

INTERESTS & HOBBIES

Photography
Travelling
Cricket

REACH ME AT

MOBILE NUMBER

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Linkedin Profile

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Domicile

Panaji, Goa

LANGUAGE

English, Hindi & Konkani
 (Reading, writing, speaking and listening)