



THOMAS PROFILE COMPETENCIES

Opportunity Seeker
Strategic Thinker
Innovator
Comfort With Uncertainty

TECHNICAL SKILLS & CERTIFICATIONS

Innovate through Strategy Canvas for Competitiveness from Coursera
Marketing Mix Fundamentals from Coursera
Marketing Mix Implementation Capstone from Coursera
Excel Essentials from Coursera

INTERESTS & HOBBIES

Automotive Sector
Advertising Sector
E-Sports
Content Creation

REACH ME AT

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[Vikrant Chaudhary | LinkedIn](#)
Domicile
Thane, Maharashtra

LANGUAGE

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

Vikrant Chaudhary

PGDM in Marketing with Entrepreneurship & Innovation Minor - Equipping for Sales & Service

CAREER OBJECTIVE

Seeking a challenging role in an organization where I can drive growth and profitability by developing and executing comprehensive Media plans, Innovative advertisement & marketing strategies, Campaigns, and leverage data driven insights.

INDUSTRY PROJECT

Organization: Basik Marketing PVT LTD. Bengaluru
Designation & Duration: Admin Staff, 01/09/2020-31/10/2021 (14 Months)
Summary: Administering and Promoting the company events on digital platforms, collecting client data, collecting post event feedback.

ACADEMIC PROJECT(S)

Organization: Hyundai Motors India LTD.
Topic: Request for Problem (RFP) project to improve shopper experience for female buyers.
Objective: Actively finding ways to improve women's shopper experience by optimizing existing touchpoints and adding new elements to improve overall shopper experience for women. (Project in progress)

Organization: PCR Nursery, Electronic City Bengaluru
Subject: Design Thinking: Optimizing the operations for better profitability and efficiency.
Outcome: Drafted a comprehensive plan to efficiently store plants at site. Suggested to open In-house café that serves fresh fruit juices for another business vertical.

Organization: FeviKwik, Pidilite Industries.
Topic: Integrated Marketing Communication- TV Commercial Ad for FeviKwik.
Outcome: Creative, Effective and Engaging TV Commercial video draft for Pidilite to work upon.

PROFESSIONAL QUALIFICATION(S)

Post Graduate Diploma in Management in Marketing | Entrepreneurship & Innovation Minor | Jagdish Sheth School of Management
| Class of 2024 | CGPA of 6.73
Bachelor of Commerce | University of Mumbai, B.K Birla College | 2020 | CGPA: 7.28

EDUCATION

Higher Secondary with Commerce | Kendriya Vidyalaya (CBSE) | 2017 | 60.08%
Secondary School | Kendriya Vidyalaya | 2015 | CGPA: 7.2

ACCOMPLISHMENTS & ACTIVITIES

- **Vice-President Media Relations** at IFIM Institutions. (2023)
- **Ground Reporting** at beach cleanup drive for i-Help foundation.
- **PR & Media Head** for Kanyathon, a charity event to save girl child.
- **Secured 1st Rank** at "Uncover the Flaws" Case study presentation.
- **Secured 1st Rank** at "IFIM Aura, Ace of Ads" Intercollegiate Event.