



AISHWARYA THAKKAR

SUMMARY

My resume is enclosed for your review and consideration. To work in a highly challenging and competitive environment where I can Exhibit my skills and knowledge for the betterment of the organization.

Experience

- 3 months Internship in **Pratinidhi** as a **Reporter**.
- 6 months Internship in **A1 Events Solution & Fashion Shows** as an **Event Coordinator**.
- 1 year experience as **Business Development & Operations in Concept Makers Event Pvt. Ltd.**
 - *Plan & executive BTL & ATL Activations*
 - *Corporate Presentation/Desk Preparation*
 - *Collect the data from Google and pitching new business ideas to the clients.*
 - *Lineup meeting the and, taking follow-up with the clients.*
 - *Create marketing plan and strategy to the clients.*
 - *Maintain the good relationship between the clients and the company.*
 - *Support in planning and executing events.*
 - *Vendor management (Pan India)*



KALKAJI
SOUTH EXTENSION



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- 2 year experience in **Richmen BTL Marketing as Business Development & Oprations.**
 - *Plan & executive BTL & ATL Activations*
 - *Corporate Presentation/Desk Preparation*
 - *Offline & Online branding of company*
Liaising with Venders designers and printers.
 - *Monitoring competitor's Offline & Online activities and generate new ideas for the company.*
 - *Digital marketing contributing to, and developing marketing Strategy.*
 - *Manage & execute events on-ground.*
 - *Research venues for client's product & Coordinate with venues to ensure timely.*

Education

- **B.A Journalism & Mass communication (2013-16).**
- High School passed from **CBSE Board** in the year 2013
- Higher Secondary passed from **CBSE Board** in the year 2011.


ACHIEVEMENTS

- Performed in Global film Festival as a **Event Coordinator**
- Performed in Fest as a **Volunteer**
- Had script writing as an activity
- Coordinator in **literary festival** from 2015-2016.

Technical Skills

- Event Management
- MS Office



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- Photoshop (Basic)
 - Coral draw (Basic)

PROJECT & INTERNSHIPS

- Prepared an electronic news gathering (E.N.G.)
- Made an Advertisement of “Maggi”.
- Made a **Documentary film** (Illustration of red color).
- Prepared a desertion

SKILLS

- Target oriented
- Can meet target as per deadlines
- Team work
- Good coordinator
- Good listening skills
- Have stamina to work for long period
- Good Customer handling skills

COLLEGE PROJECTS

- Electronic New Gathering
- New Bulletin
- Magazine
- Documentary
- Desertion

HOBBIES & INTERESTS





- Interacting with people
- Watching movies
- Travelling
- Adventure Activities
- Exploring new things and places

Date

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