

Aishwarya Shirod

Plot No.96, NewDnyaneshwar Nagar Manewada Road Nagpur 440027

Contact no.:9561946480

Email ID:aishwaryashirod@gmail.com

FORMAL EDUCATION & CERTIFICATION:

Post Graduation: Pursuing

Institute: ICFAI Business School, Hyderabad

Percentage CGPA:6.42

Graduation:2018

Institution:G.H.Raisoni College of Engineering, Nagpur

University:Rashtrasant Tukadoji Maharaj Nagpur University (RTMNU)

Percentage CGPA: 8.34

HSSC:2014

Name of Institute: Major Hemant Jakate Junior College Nagpur

Board:MAHARASHTRA STATE BOARD OF SECONDARY & HIGHER EDUCATION

Percentile: 64.77%

SSC:2012

Name of Institute: R.S.Mundle English School Nagpur.

Board:MAHARASHTRA STATE BOARD OF SECONDARY & HIGHER EDUCATION

Percentage: 86.18%

Internship:

Company: Shells Advertising Inc. Nagpur

Title: Digital Marketing Using Facebook and Instagram (Creating Brand Impressions)

Description: Project Duration was for 3 months and I had to work on following tasks:

- To create brand awareness for the School which has branched out in the new market of Jammu and Nepal.
- Formulate a online advertising campaign for green home decoration store.
- Creating captions and designing creative to be posted social networks on special occasions for a Politician.
- I have also done social media post management using Hootsuite software.

Company: Salasar E-commerce Pvt.ltd

Title: Online Store Management and Face book Marketing

Description: The project duration was for 6 months and I had to work on following tasks:

- To manage a online shopping site using store management platforms like CS-Cart.
- Designing creative for online payment gateway promotion for facebook.
- Creating connections with clients using facebook .

Awards/ Achievements:

- I have won the competition by Salasar Ecommerce Pvt Ltd. for creating tagline for their new Payment gateway.
- I have helped Renaissance Academy of Geosciences Nagpur to formulate their Promotion Strategy.
- Display Ads which were created by me for client in Shells Advertising got selected for the display by the client, it was the first display ad to selected by that particular client.

Extra-curricular interests:

- I have participated in write India contest.
- I was a part of photography club and brand management module in my graduation.
- I have won few poetry competitions.

PERSONAL DETAILS:

FATHER NAME: Mr. Sanjay Shirod

MOTHER NAME: Mrs. Madhuri Shirod

Date of birth: 1 July 1996

Nationality: Indian

DATE:

PLACE: NAGPUR

(Aishwarya Shirod)