

Vaishnavi Pawar

LinkedIn: [linkedin.com/in/vaishnavipawar/](https://www.linkedin.com/in/vaishnavipawar/)

Email: iamvaishu05@gmail.com

Mobile: +91-7822837851

PROFESSIONAL SUMMARY

- **About Me:** I am a dynamic management graduate with a passion for strategic planning and management. Actively seeking internship or full-time opportunities in the field of management to apply my skills in fostering operational efficiency and driving organizational success.

PROJECT

- **SWOT analysis of Zuari Agro Chemicals Ltd**

BBA

Sep 2022 - Oct 2022

Student

- **Brand insight:** Zuari Agro Chemicals Limited is positioned as a prominent player in the agricultural and agrochemical sector in India. Brand emphasizes its commitment to providing high-quality fertilizers, seeds, and agrochemical products.
- **Target Audience:** The primary target audience for Zuari Agro Chemicals includes farmers, agricultural professionals, and stakeholders in the agricultural industry. The brand may target government agencies, agricultural institutions, and other entities.
- **Consumer Insights:** Building trust through transparent communication about product effectiveness, safety, and adherence to regulatory standards is likely a key aspect of consumer engagement for the brand.

- **Dove marketing strategy**

BBA

Feb 2023 - Mar 2023

Student

- **Understanding Market and consumer base:** The Beauty and Personal Care market worldwide is projected to generate a revenue of USD 625.70bn personal care market reached a revenue of around 528.6 billion U.S. dollars in 2022 Dove's primary consumer base consists of individuals aged 18-45, with a focus on both males and females. The majority falls within the middle-income range
- **Analysis of product and reviews:** Dove offers a diverse range of personal care products, including soaps, shampoos, deodorants, and skincare items and Online reviews on platforms like Amazon and social media generally express positive sentiments, highlighting the effectiveness, fragrance, and skin-friendly nature of Dove products
- **Effects of marketing strategy of dove on customers:** Dove's Real Beauty campaign, launched in 2004, aimed to challenge conventional beauty standards and empower individuals to embrace their natural appearance and to improve brand perception, positioning it as a socially responsible and inclusive brand
- **Communication and surveying:** communication channels are marketing channels and brand messaging used for further actionable insight and Dove conducts regular surveys to gather feedback on product satisfaction, brand perception, and the effectiveness of marketing campaigns.

EXTRACURRICULAR ACTIVITIES

- **Blogging :** Writing blogs

SKILLS SUMMARY

- **Marketing and sales:** Sales, SEO, Social media platforms
- **Technical Proficiency:** Excel, Powerpoint, CRM tools
- **Communication and presentation:** Presentation, Public speaking and Report writing
- **Soft Skills:** Problem solving, Quick Learner, Adaptability, Time Management

EDUCATION

- **IIM**
Strategic digital marketing applied analytic Vizag
Jan 2023 - June 2024
- **Dayanand clg of commerce**
BBA(Marketing) CGPA: 9.66 Latur, India
Aug 2020 - June 2023
- **Higher Secondary Education**
Percentage : 75% Latur, India
July 2018 - May 2020
- **Senior Secondary Education**
Percentage : 86% Latur, India
June 2018