



## **Nishil Bhatt**

### **MBA Student**

Anand Institute of Management and Information Science,  
Anand (GTU Affiliated)

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**CAREER OBJECTIVE:** To leverage my experience in digital marketing, brand management, and content creation to drive growth and value for an organization. I aim to continuously develop my skills and eventually establish my own successful business in marketing and publishing.

### **ACADEMIC QUALIFICATION:**

<b>Examination/ Programme</b>	<b>Specialization</b>	<b>School/ College/ Department</b>	<b>Board / University &amp; Year</b>	<b>Percentage/ Grade</b>
M.B.A (Pursuing)	Marketing Management	Anand Institute of Management and Information Science (AIMIS)	Gujarat Technological University (Batch: 2021-23)	4.93 CPI (Till 2 <sup>nd</sup> Semester)
B.Com	Accounting & Financial Management	The Maharaja Sayajirao University (Baroda)	The Maharaja Sayajirao University (Baroda)	6.25 CGPA
H.S.C	Commerce	New Urmi School	GSEB	52 %
S.S.C	-	Bright School	GSEB	58.17 %

### **AREA OF INTEREST:**

- ✓ Marketing and Brand Strategy
- ✓ Digital Advertising and Meta Ads
- ✓ Content Writing and Creation
- ✓ Social Media Marketing and Strategy
- ✓ Web & Digital Media Solutions
- ✓ Event Management and Advertising

### **STRENGTH:**

- ✓ Problem-solving and critical thinking
- ✓ Excellent communication and leadership skills
- ✓ Time management and strong organizational abilities
- ✓ Adaptability and teamwork in dynamic environments
- ✓ Quick learner with a passion for continuous growth
- ✓ Strong work ethic and dedication to personal and team success.

**Honors & Achievements:**

- ✓ Collaborated with leading brands across diverse industries, including fashion and apparel, jewellery, healthcare, cosmetics, real estate, food and beverage, hospitality, and automotive sectors. Delivered strategic marketing, branding, and digital solutions that enhanced brand visibility and business growth.

**Technical Skills:**

- ✓ Proficient in MS Office (Excel, Word, PowerPoint)
- ✓ Meta Ads and services expertise
- ✓ WhatsApp Broadcasting software
- ✓ WordPress and basic website building
- ✓ Basic knowledge of Adobe Photoshop and Premiere Pro
- ✓ Intermediate skills in Canva and CapCut
- ✓ Basic Corel Draw knowledge
- ✓ Fundamental computer knowledge

**Languages Known:** English, Hindi & Gujarati

**Appeared in Project Reports:**

- ✓ Worked on "EXPLORING BRAND PRIORITIES IN DIGITAL MARKETING: ANALYSING KEY CONSIDERATIONS, CUSTOMER PREFERENCES, AND EVALUATING IN-HOUSE ADVERTISING AND BRANDING AGENCY" At Inhouse under the Guidance of Prof. Dr. Komal Shukla of AIMIS and Keyur Patel Founder of Inhouse.

**REFERENCES:**

<b>Prof. (Dr.) Komal Shukla</b> Anand Institute of Management and Information Science (AIMIS), Anand (M) : +91-98258 52650 E-mail: komal.shukla@aimis.ac.in	<b>Keyur Patel</b> CEO Inhouse, Vadodara (M) : +91-99980 54432 E-mail: keyur@inhouseindia.com
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**Work Experience:**

- ✓ 2 Years and 7 Months of experience at The VK Productions.  
As the Founder and Managing Director of The VK Productions, I manage all aspects of business operations, from client acquisition and consulting to project management and financial oversight. I provide tailored marketing and branding strategies, handle quotations, and oversee contracts. My role includes leading creative direction, ensuring high-quality content production, and managing budgets to ensure profitability. I also lead a multidisciplinary team and maintain vendor relationships, delivering successful campaigns that drive brand growth and enhance client engagement across various industries.

**Declaration:** I do hereby declare that all the information furnished above is true to the best of my knowledge.

Date: 08<sup>th</sup> September, 2024

Place: Vadodara



Signature  
Nishil Bhatt