



Deccan Education Society's

# NMITD

Navinchandra Mehta Institute of Technology & Development



## Krutika Pendhari

### CAREER OBJECTIVES

To drive strategic marketing initiatives and deliver measurable results to achieve business growth. Lead a high-performing marketing team to create innovative campaigns and foster brand loyalty. Continuously adapt to evolving market trends and technologies to stay at the forefront of the industry.

### EDUCATION

2022 - Present

Mumbai University

**MBA in Marketing**

From NMITD

2017- 2019

Mumbai University

**Bachelor Of Commerce**

From Vartak College

2014- 2015

Mumbai University

**SSC**

Schooling from St. Aloysius English high school

### CERTIFICATIONS

2019 - Present

Borcelle Studios

**Digital marketing by Simplilearn**

This courses cover topics like SEO, social media marketing, email marketing, and online advertising. Designed to equip participants with the fundamental skills and knowledge needed to execute effective digital marketing campaigns in today's online landscape.

2018 - 2019

Borcelle Studios

**Copywriting by Dan lok**

This course is helped in the art and science of persuasive writing to effectively market products or services. It typically covers techniques for crafting compelling and convincing content, understanding consumer psychology, and optimizing copy for various mediums, such as advertisements, websites, and sales letters.

### WORK EXPERIENCE

2023-Present

Linear Design

**Marketing Manager**

Responsible for developing and implementing marketing strategies, overseeing advertising campaigns, managing budgets, analyzing market trends, and leading a team to promote a product or service, ultimately driving sales and brand awareness.

2021 - 2023

Dark horse Media

**Social media executive**

Executed, managed and created content for social media platforms, engages with the online community, monitors analytics to track performance, and develops strategies to increase brand visibility and engagement on social media channels.

### CONTACT ME

📍 Prathmesh Appt, Brahman Ali, Vasai(W)

☎ 7066927940

✉ Pendharikrutika@gmail.com

🌐 Krutika@gmail.com

### DOMAIN SKILL

Lead generation

Campaign management

Photography

SEO & Marketing