



# VINESH KHADE

## MULSHI INSTITUTE OF BUSINESS & MANAGEMENT POST GRADUATE DIPLOMA IN MANAGEMENT MARKETING & BUSINESS ANALYTICS



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### EDUCATION

- PGDM (2024-2026) | Pursuing |
- BCOM MARKETING | 2024 | PERCENTAGE: 63.33  
Lokmanya Tilak College, Wani, Maharashtra.
- HSC | 2015  
PERCENTAGE: 58.77  
Mohsibhai Zaweri Junior College, Chandrapur, Maharashtra.
- SSC | 2013 PERCENTAGE: 83.60  
Dr. Nandurkar Vidyalaya, Yavtmal, Maharashtra.

### ACHIEVEMENTS

- Created page on Instagram gained 39k followers along with highest follower's conversion rate.
- 2.3 million impression in 21 day.
- Earned bonus in Internship.
- Won the surprise competition in FORZA event for college branding.

### SKILLS

- Digital Marketing.
- AI Prompt Engineering.
- Brand Strategies and Positioning.
- Data-Driven Decision Making.
- Go-To-Market and launch planning.
- Analytical and Critical Thinking.

### CERTIFICATIONS

- AI First Product Management- from AIRTRIBE (pursing)
- Digital Marketing.
- Sales Training from Juno School.
- Search Engine Marketing (SEM).
- Generative Engine Optimization (GEO).



### EXECUTIVE SUMMARY

Creative and enthusiastic AI-focused result-driven marketer, specialized in digital marketing, brand building and high-impact go-to-market execution. Implemented an archetype-led strategy to shift customer buying behaviour through trust-first, educational positioning, and integrated launches with strong stakeholder and agency management. Adaptable professional experienced in agile digital environments with expertise in analytics and strategy execution. Recognized for Digital Marketing data-led decisions that convert credibility into measurable business outcomes through innovative marketing campaigns and social media platforms engagement.

### INTERNSHIP

#### MAESTRO REALTEK

MARKETING INTERN | MAR 2024- JUN 2024

##### Roles & Responsibilities:

- Rolled out brand personality (Sage/Ruler) across scripts, messaging, and Social media campaigns.
- Built an educational content engine to shift buying from price-first to trust-first.
- Managed GTM for a real estate launch across ATL/BTL and on-ground activations.
- Coordinated agencies (creative, media, production) to align deliverables and timelines.
- Optimized content and placements using campaign performance signals.

##### Learning Outcomes:

- Applied archetypes for consistent founder-led positioning.
- Strengthened core marketing execution under real deadlines (content, media, events).
- Learned to engineer desired customer emotion across touchpoints.
- Enhanced analytical and critical thinking; advanced prompt engineering for scalable content.

### WORK EXPERIENCE

#### MEEEGS CLASSES, AMRAVATI Business Development Executive | APR 2019 – JUN 2021

##### Roles & Responsibilities:

- Developed and execute marketing strategies to increase brand awareness.
- Build and maintain relationship with existing clients to ensure repeat business.
- Collaborate with the marketing team to create effective sales materials.
- Manage the marketing budget and allocate resources effectively.

##### Learning Outcomes:

- Implemented customer-centric marketing approaches.
- Conducted competitor analysis to inform marketing decisions.
- Enhanced skills in customer need analysis.
- Developed follow up strategies to maintain client relationship.

## ASSIGNMENTS & PROJECTS

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- Developed a marketing project of marketing strategy for Apple Inc., including Problem Definition, 5C Analysis, STP Analysis, and a Marketing Plan focusing on the 4Ps.
- Content Marketing Funnel for Real Estate: Built an educational content series to drive awareness → consideration → booking, improving inquiry-to-booking
- Completed HRM project for Taj Hotels, comparing salary and compensation with Oberoi Hotels and developing a tailored compensation plan.
- Conducted Organizational Behaviour project comparing the work culture of Tata and BYJU's, analysing differences and recommending improvements.

## EXTRA - CURRICULAR ACTIVITIES

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- Developed and shared educational content as a content creator on Instagram, focusing on business-related topics, achieving significant audience engagement.
- Actively participated in Forza at ISB&M Ad War, showcasing creativity, storytelling and strategic thinking, and engaged in thought-provoking debates.
- Played a key role in Forza at ISB&M securing sponsorships, enhancing event visibility, and contributing to its overall success.
- Contributing to a strategic project aimed at enhancing the college's brand, demonstrating marketing and branding skills.