Mohit Nichani



26 Male IMNU	Major – Marketing Min	or – Digital Transformation & Analytics	NAAC ACCREDITED 'A+' GRADE
	AC	CADEMIC ACHIEVEMENTS	
MBA	2023-2025	Institute of Management, Nirma Universi	ity
B. Tech CSE	2016-2020	JECRC College, Jaipur	68.30 %
XII CBSE	2015-2016	DAV Centenary Public School	75.14 %
X CBSE	2012-2013	St. Anselm's Sr. Sec. School	93.10 %
Completed Fun	damentals of Digital Ma	arketing course, offered by Google Digital Unlock	ked
		WORK EXPERIENCE	
Content Writer ELSAG		SAQ Educational Services Pvt. Ltd.	Apr 2021 – May 2022
Managing Content related needs of the company	videosCurated Current Aff	b-founder of the organization to develop catchy scriftairs on daily basis and simplified them for students re topics based on past analytics to improve engage	-
Business Developm	ent Associate	Byju's	Aug 2020 – Dec 2020
Responsible for driving organizations sales by sourcing new clients	assistance that r	ospective customers while supporting existing clier elates to products and services c counsellor helped students with their academic ne	
Business Developm	ent Associate	Thrillophilia	Dec 2019 – Jul 202
Responsible for sourcing clients and adding new products, in the organization's portfolio	Closed deals wit	ew vendors for various adventure activities across t th individual customers and corporate clients to incr personal targets for 3 months in a row	•
	POS	ITIONS OF RESPONSIBILITY	
Placement	Member of Placement & Corporate Relations Team, IMNU (2023-25)		
Committee, IMNU	• (Responsible for Le	(Responsible for Lead generation, Project Implementation, PPV's, Placement facilitation etc.)	
Cultural committee, JECRC		ated the event "Beat the Beats" (Instrumental competition) at college's annual fest sance-18" under the umbrella of the cultural committee	