



Palak Dodhi

MSc Business with Marketing Student at Warwick Business School

London, UK

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Links

[LinkedIn](#)

Languages

English (Native)

French (Basic)

Spanish (Basic)

Hindi (Native)

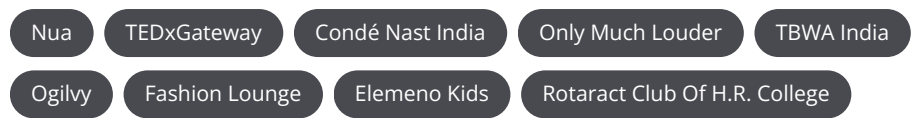
About

With a Bachelor of Management Studies degree and a major in marketing, I have developed a strong foundation in various marketing functions, such as social media, experiential, and audience curation. I have also gained valuable insights into the luxury, lifestyle, and beauty industries, which are my areas of interest and passion.

As a former intern at Ogilvy & Mather, TBWA India, Nua, TEDxGateway, and Condé Nast India, I have applied my skills and knowledge to support and contribute to impactful and innovative projects. At Nua, I helped create and execute a social media campaign that increased brand awareness and engagement by 30%. At TEDxGateway, I assisted in curating and segmenting the audience for a virtual event that reached over 10,000 viewers. At Condé Nast India, I participated in planning and executing experiential marketing activities for four leading magazines, such as Vogue and GQ.

I am currently pursuing an MSc Business with Marketing degree at Warwick Business School, where I am learning advanced and specialized marketing concepts and tools, such as Google Analytics and HubSpot Academy. I aspire to work in marketing, advertising, and predominantly holistic brand management roles, where I can leverage my skills, experiences, and interests to create positive and lasting value for customers, brands, and society.

BRANDS WORKED WITH



Experience

● Social Media Marketing Intern

Nua | May 2023 - Aug 2023



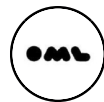
● Audience Curation Intern

TEDxGateway | Oct 2022 - Nov 2022

● Experiential Marketing Intern

Condé Nast India | Aug 2022 - Sep 2022

Vogue | GQ | Architectural Digest | Condé Nast Traveller



● GCN Intern

Only Much Louder | Mar 2022 - Jul 2022

Google International | Youtube



● Planning & Strategy Intern

TBWA India | Feb 2022 - Mar 2022

Aditya Birla (The Linen Club) | Tic Tac | Panasonic | Dixy Scot



● Client Servicing Intern

Ogilvy | Nov 2021 - Jan 2022

Huggies | Kotex

● Fashion Communications and Ecommerce Intern

Fashion Lounge | Nov 2021 - Nov 2021

Flipkart | Shopsy



- **Summer Intern**

Elemeno Kids | May 2021 - May 2021



- **Director of Community Service**

Rotaract Club Of H.R. College | Jul 2020 - Aug 2021



- **Director of Task Force**

Rotaract Club Of H.R. College | Jul 2019 - Jun 2020



- **Coordinator of Community Service**

Rotaract Club Of H.R. College | Dec 2018 - Jun 2019



- **General Body Member**

Rotaract Club Of H.R. College | Aug 2018 - Jun 2019

Education & Training

2023 - 2024

- **University of Warwick - Warwick Business School**

MSc Business with Marketing,

2020 - 2023

- **H.R. College Of Commerce & Economics**

Bachelor of Management Studies,

2018 - 2020

- **H.R. College Of Commerce & Economics**

Higher Secondary School Certificate,

2008 - 2018

- **J.B. Vachha High School**

Secondary School Certificate,