

BADAL MOTA

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CAREER OBJECTIVE

A self-motivated and adaptable management graduate with specialization in marketing, seeking an entry level position in a dynamic organization. Eager to apply academic knowledge, enhance professional skills, and contribute to business goals through dedication, quick learning, and a result driven approach.

EDUCATIONAL QUALIFICATION

Post Graduate Diploma in Management (Marketing) | Welingkar Institute of Management 2025
GPA – 7.70

Bachelors of Commerce | Mumbai University 2022
GPA – 7.60

H.S.C | N.K.T. College, Thane 2019
GPA – 6.57

S.S.C | T.J. High school, Thane 2017
GPA – 6.95

ACADEMIC PROJECTS

Digital Direct Marketing and Online Business Setup

- Studied and presented strategies for launching digital businesses, using tools for branding, reputation management, and social media growth. Studied AI in personalization and franchise models in India.

Brand Awareness and Branding Strategies

- Analyzed brand awareness techniques, customer perception, and campaign design through real-world case studies and brand scenarios.

Media Planning & Growth Strategy

- Studied and presented best growth marketing tactics used by emerging startups and digital first brands.

KEY SKILLS

- Microsoft Tools (Word, Excel, PowerPoint)
- Communication and Presentation skills
- Adaptability and quick learning
- Marketing research and consumer behavior
- Digital marketing basics

CERTIFICATION

- Advanced Excel Certification – Certified Computer Course.
- Pay-Per-Click (PPC) Foundation Course - Simplilearn

PERSONAL DETAILS

DOB : 20th Feb 2002
Gender : Male
Marital status : Unmarried
Language Known : English, Hindi, Gujarati