

TOSHAK HADA

+91 8103876633 | toshakhada@gmail.com

EDUCATION

MIT World Peace University, Pune

Sep 2021 - Jun 2024

Bachelor of Business Administration (BBA), Business Analytics

CGPA- 9.12/10

Relevant Coursework: Principles of Marketing, Financial Accounting, Introduction to R, Supply Chain Management, Analysis of Financial Statements, E-commerce, Digital Marketing, Python language, Strategic Management & Business Policy

ACADEMIC PROJECT

Comprehensive Study of Fundamental and Technical Analysis of **boAt**

October 2023 - November 2023

- **Analyzed** boAt's market entry, strategies, product innovation, and competitive landscape, including digital marketing, influencer marketing, CRM, supply chain, SWOT, and market analysis
- **Explored** potential avenues for future growth, including international expansion, product diversification, technological innovation, and sustainable business practices

WORK EXPERIENCE

Intern (Marketing & Management), Rajani Perfumery Works Private Limited, Junagadh, India

Jan 2024 - Apr 2024

- **Managed** inventory by analyzing sales data to forecast demand, identifying and addressing overstocked or understocked items, and implementing inventory tracking systems to improve efficiency
- **Collaborated** with the marketing team to design promotional campaigns, including offers, discounts, and buy-one-get-one-free deals, to clear excess stock while researching competitor practices to adopt effective inventory management strategies
- **Assisted** in managing Instagram and other social media handles, enhancing knowledge of social media marketing and communication strategies
- **Analyzed** inventory turnover rates and discussed strategies to optimize supply chain efficiency, gaining a deeper understanding of operational intricacies

Managing Director/ Co-Founder, WalkInn (Early Stage Seed Startup), Pune, India

May 2023 - Jan 2024

- **Collaborated** with the tech partner and founder to define and refine the company's vision, mission, and core values, and conducted surveys through Google Forms to gather insights and align strategies with stakeholder perspectives
- **Managed** the entire startup lifecycle, securing **₹36 lacs** in seed funding, with a **₹5 lacs** initial investment and additional funding contingent on key milestones
- **Developed** and executed a comprehensive go-to-market strategy with a focus on networking and entertainment services
- **Handled** all aspects of company operations, including social media content, team management, financial planning, business

EXTRACURRICULAR ACTIVITIES

Marketing Head, 'AARAMBH' A TECH FEST

Sep 2023 - Oct 2023

- **Spearheaded** AARAMBH, a city-level college fest attracting over **12K** attendees; recognized as one of the best-organized tech fests of 2023 at MIT WPU, Pune
- **Led** the marketing team to achieve participation from **45+** colleges across diverse events; nominated for the Best Marketing Head Award for contributions to the fest's success in 2023
- Facilitated development and managed customer relations, culminating in the successful launch of a startup that attracted **800+** attendees over **3 days**

President- Business Simulation Activity, MIT WPU, Pune

Apr 2024 - May 2024

- **Secured** Runner-Up position in the overall Business Simulation activity, competing against all branches of the BBA course

Organizing Committee Member, MIT WPU SUMMIT (Sports Summit)

Jan 2024

- **Conducted** a 5-day event featuring indoor-outdoor sports and esports, attracting over **5000** students from **300** colleges, with sponsorships from small stores and title sponsorship by the gaming and entertainment company, 'The HUB'
- **Collaborated** with several college clubs to boost the Fest's marketing, resulting in the creation of nearly **10** Instagram Reels for our page; **five** of these Reels garnered over **1 million views each**

Sponsorship Co-Head, Innovation & Entrepreneurship Club, MIT WPU, Pune

Aug 2023 - May 2024

- **Organized three** large-scale fests, securing sponsorships from renowned businesses; successfully invited Shark Tank India's Namita Thapar as the Chief Guest for the flagship business fest, 'R.I.D.E.', under my leadership

Cricket Team Captain, State-level Tournament, Indore, India

Nov 2022 - Dec 2022

- **Awarded** Player of the Match for an all-round performance, contributing to the team's Runner-Up finish; recognized with a prize of **₹5000** for exceptional batting

SKILLS

Languages: Hindi (Native), English (Fluent), Marwari (Native), Marathi (Basic)

Technical Skills: MS Office, EXCEL, Marketing Analytics, Word Press Content Management, Squarespace, Google Ads, SEO

Certifications: Google Digital Marketing & E-commerce Professional Certificate by Coursera (2025), Google Data Analytics Professional Certificate by Coursera (December 2024- present), Meta Social Media Marketing Professional Certificate by Coursers (November 2024-Present), Brand Management by Simplilearn, Cyber Law by Simplilearn, French Language Learning by Udemey (January 2025-Present)