

Karishma Ajwani



Education

- 2018 - 2020 SDA Bocconi Asia Center, Mumbai, India
International Master in Business
Bocconi University, Milan, Italy
- 2012 - 2016 Thadomal Shahani Engineering College (8.95/10)
University of Mumbai, Mumbai, India
Bachelor of Engineering (Biomedical)
- 2012 CHM College, XII, Science, Mumbai, India (87.5%)
- 2010 Fatima High School, X, Mumbai, India (92.55%)

Professional Experience

- 2018 Yamini India Private Limited, Mumbai, India
Intern, Digital Marketing (2 weeks)
- Conducted a research on Marketing tech tools for Deep Linking and Customer Segmentation to develop a deep understanding of Branch.io
 - Designed implementation techniques through digital marketing for eBZaar's growth, visibility and expansion
- 2016 - 2018 Surya Eye Institute & Research Center Pvt. Ltd., Mumbai, India
LASIK counselor & Manager (18 months)
- Accelerated sales for the startup 'C-Quick Lasik Laser Centre Pvt. Ltd.' and achieved over 100% growth in 18 months (4 lac/month to 8.5 lac/month)
 - Marketed the brand by launching marketing campaigns through newspaper and assisted online campaigns through social media and google ads
 - Counseled the patients and acknowledged their concerns before and after surgery
 - Trained the surgeons and other personnel on the proper use of the equipment and aided them during Lasik surgeries
 - Collaborated with the technical team of Alcon for preventive maintenance services (PMS) to ensure smooth functioning of the equipments
- 2015 Lilavati Hospital & Research Centre, Mumbai, India
Summer Intern, Industrial Training (1 Month)
- Analyzed the use of most medical equipments installed in the hospital
 - Assisted engineers for medical equipment breakdown repairs and preventive Maintenance work

Languages

Hindi: Native; English: Fluent; Marathi: Beginner, Sindhi: Fluent

Additional Information

- Certification:** Statistics for Data Analysis using Excel 2016 from UdeMy (on-going)
- Certification:** R Programming A-Z™: R for Data Science with Real Exercises! From UdeMy (on-going)
- Member of Marketing Club at SDA Bocconi Asia Center, 2018 – Present
- Honored with the responsibility of **Ambassador of Biomedical Department**, TSEC, 2015 - 2016
- Gold Medalist** for consistent performance throughout 4 years in Engineering
- Performed in 5-day Medical Device Innovation Conclave (MEDIC, BETIC) at IIT Bombay and formulated a prototype of Dental Flossing Device, 2015
- Awarded 2nd place for Street Play at Vasantdada Patil College and TSEC, 2015
- Devoted 120 hours of service at National Service Scheme, NSS-TSEC, 2014-2015
- Executed plans designed for Technical festival, Exhibeat, TSEC, 2014
- LinkedIn:** www.linkedin.com/in/karishma-ajwani
- Interests:** Acting, Painting

Personal Data

Place of Birth: Mumbai, India
Date of Birth: 12-10-1994
Nationality: Indian

Permanent Address

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Present Address

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Hiranandani, Powai - 400076

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