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SIES (NERUL) College of Arts, Science & Commerce

Department of B.Com

25th August 2018

Notice

All students of **SY B.Com** are hereby informed that a seminar on "**DIGITAL MARKETING**" with **Mr. Hitesh Bhatia (Senior Manager Marketing, Invoicemart , Thane)** organised by the Department of Commerce (B.Com) on 25th August 2018.

Students are requested to compulsorily attend the same.

Time: 9.30 a.m. – 11 a.m.

Venue : Room No.11

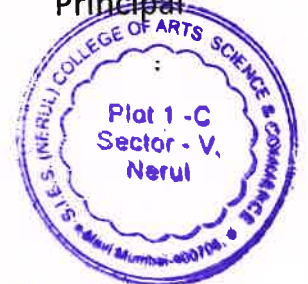
For Surendra Dasgupta
Ms. Sugandha Jha

Coordinator,

Department of B.Com

Principal

Principal



Principal

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S.I.E.S. (NERUL) COLLEGE OF
ARTS, SCIENCE & COMMERCE
Sri Chandrasekarendra Saraswathy
Vidyapuram, Plot No. 1-C, Sector-V,
Nerul, Nav. Mumbai - 400 706.

Report

Seminar on Digital Marketing

A seminar was organized on Digital Marketing on 25TH August 2018 for the students of SYBCom specializing in Advertising. The purpose of the event was to educate the students about the scope of Digital Marketing in terms of employment and entrepreneurial opportunities. There are different types of digital marketing:-

- SEARCH ENGINE OPTIMIZATION
- SEARCH ENGINE MARKETING
- PAY-PER-CLICK ADVERTISING
- CONTENT MARKETING
- SOCIAL MEDIA MARKETING
- AFFILIATE MARKETING
- EMAIL MARKETING

The Chief Guest was Mr. Hitesh Bhatia. (Senior Marketing Manager at Invoice Mart) He has experience in NDTV and FINQ. The faculty members present were B.Com Coordinator Mrs. Vasanti Rajyadhaksha, Ms. Sunetra Dasgupta and Ms. Ashwathy P V R.

The event began with the felicitation of Mr. Hitesh Bhatia, and an official note of welcome by the Coordinator. Thereafter, Mr. Bhatia was called upon to engage the audience.

Mr. Bhatia started his talk by speaking about One-Plus and its aggressive marketing strategy. He quoted the lines of the CEO (One-Plus) "India is a huge market for One Plus". He also gave a brief about how the innovative viral marketing of One Plus helped them to reach out to their target audience successfully. He also mentioned about how different Social Media Marketing like Twitter, Facebook, Inshorts and Instagram advertise themselves. However, he focused mainly on Twitter and Google Marketing. Further, he gave information about the Inshorts app and how one can be updated with the current affairs by just reading 60 words. In addition he pointed out how Google campaigning is one of the famous agencies in Digital Marketing.

Thus, the speaker engaged his audience with illustrative information that triggered the imagination of the student audience. As a consequence, the speaker was asked many queries by the students underlining that the session was well received by the students.

The seminar concluded with an official note of appreciation.

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(Nerul) College
of Arts, Science
& Commerce

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To

Mr. Hitesh Bhatia

Senior Manager Marketing at Invoice Mart

Dear Sir,

We are grateful to you for conducting a Seminar on "Digital Marketing" for the students in our college on 25th August 2018.

The seminar was well appreciated by the students & we look forward to your association in future.

Thanking you,

Yours truly,

Dr. Milind Vaidya
Principal

Received
Hitesh Bhatia



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RISE WITH EDUCATION

**(Nerul) College
of Arts, Science
& Commerce**

14th August 2018

To

Mr. Hitesh Bhatia

Senior Manager Marketing at Invoice Mart

Dear Sir,

We would like to invite you to conduct a Seminar on "Digital Marketing" for the students of our college on 25th August 2018 at 9.30 a.m. to 11.00 am.

Kindly confirm if the above date & time are convenient to you.

Thanking you,

Yours truly,

Dr. Milind Vaidya
Principal

*Received
Hitesh B*



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www.siesascn.edu.in



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Received
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Hitesh Bhatia

Email:hitesh8786@gmail.com Phone:+91 8451097989

I am seeking a middle management role in marketing and consider myself adept at multi-tasking with job roles spanning across various marketing functions. I am a dynamic individual who is quick learner and believes in success through team work and creating synergies.

Achievements

- Part of the launch team of Fino Payments Bank, initiated, executed and created the new brand identity
- Planning and executing the roll out of marketing collaterals across 400 branches
- Providing FINO editorial coverage of Adex worth Rs.9 crore in a year
- 100% achievement of KRA of garnering mindshare about FINO through ATL and BTL activities
- Received close to 90% of variable component of salary every year- year 1 salary increased by 30% and year 2 by 15%
- Nominated and won Employee of the Month multiple times
- As a reporter for NDTV, did exclusive story and uncovered the menace of illegal hoardings in Delhi & NCR.
- Part of the launch team, initiated and managed associations with over 50 leading & luxury brands for advertiser funded programming on NDTV Good Times, responsible for co – branding and strategic marketing tie-ups

Work Experience:

Invoicemart (Jan' 2018 - Present) Senior Manager- Marketing

Creating brand awareness across customer touch points, setting up social media and digital channels, while managing the media relations and ensuring visibility across industry forums.

End to end responsibility of building the complete marketing strategy and ensuring its execution

- Translate the organization's business objective into well crafted communication across various platforms.

Creating brand awareness through the use of ATL, BTL and digital activations

- Customizing content as per the media and target audience
- Managing various agencies and ensuring the deliverables are as per SLAs
- Creation of marketing collaterals
- Identifying and choosing the right opportunities to showcase the platform

Managing media relations

- Writing press releases and pitch notes

Writing thought leadership articles on behalf of spokesperson

- Writing advocacy articles and blogs

Managing Website and social media handles

- Content creation
- Website updates
- Managing content calendar



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- Created Grievance Redresses System for Haryana Govt.'s pension scheme – more than 20 lakh customers across the state with transactions worth Rs. 100 crore a month.
- Liaison with Department Of Financial Services, (Ministry Of Finance), Ministry of Labour and Employment
- Represented FINO at 46th Annual Meeting of the ADB Board of Governor (Delhi)
- Interacting with Industry bodies

Assistant Manager - Public Relations/ Media Management (March 2011-13)

- Tracking industry trends through relevant channels for information
- Preparing brand/product fact sheet, corporate & product presentations for marketing communication.
- Compiling information and drafting, e-mail responses, preparing briefing document and talking points for spokesperson
- Coordinating Print & TV interviews of C – level executives with PR agency
- Publishing monthly internal newsletter

External Communication

- Creating media and communication policy – Ensuring speedy response to external stakeholder queries
- Interacting with business teams and understanding their marketing communications requirements
- Engaging and managing media, exploring media opportunities
- Creating and Sharing Corporate Press Releases, Press Notes, Concept notes with media

NDTV (June 2007 - July 2008)

- Part of the core team mandated to launch NDTV Good Times
- Ideating and Coordinating with event agencies for brand placement and product activations
- Initiating and managing associations with sponsors and advertisers

Producer for the weekly show "All About Ads"

A weekly news show on NDTV Profit talking about the latest happenings in advertising, marketing and branding

- Responsible for content, research, pre and post production
- Script writing and producing stories for the show
- Ensuring timely completion of each stage of production adhering to pre-defined standards

Educational Qualification:

ICFAI Business School

M.B.A. in Marketing (8.1/10 CGPA)

Received merit scholarship in two semesters

Editor of college magazine on branding and advertising

Hyderabad, India

March 2009 – March 2011

PGDAV College; University of Delhi (DU) - President – Rotract Club - B.Com

July 2004 – July 2007

Projects (select):

Managing the Brands of Honda Cars India Ltd.:

- The overall scope of the study was to consider various variables and factors that have major impact over the customers in considering a particular brand.
- Conducting in-depth interviews, questionnaire designing, analysis & interpretation of findings

Sankalp - Child literacy campaign

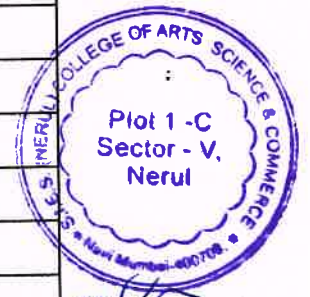
- **Integrated Marketing Communications plan involving:**
-ATL & BTL activities, use of social media and on-ground activation through Street Plays



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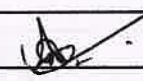
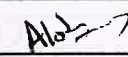

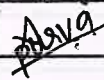
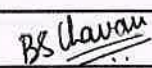
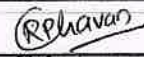

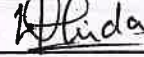



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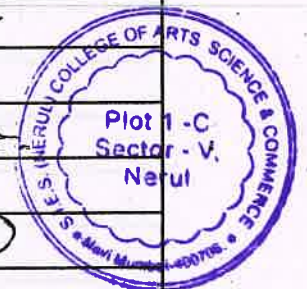
SIES (NERUL) COLLEGE OF ARTS SCIENCE & COMMERCE			
DEPARTMENT OF COMMERCE (BCom)			
Seminar on Digital Marketing - 25th August 2018			
SYBCom (Advertising)			
Roll No.	Exam Seat No.	Name of Studnet	Sign
1	C17B111	DHURAT SHUBHAM PRAVIN	<i>Shurat</i>
2	C17B80	FAQUIH SAFA AKEEL	
3	C17A16	FERNANDEZ AGNEL ANTHONY RAJ	
4	C17C05	GALA YASH MANOJ	
5	C17A33	JHA AMIT REBANATH	
6	C17A37	KHARAT ANAGHA PRAMOD	
7	C17A89	MENEZES GLORIA DONALD	
8	C17B38	MISHRA ANKITA DINESH	<i>Ankita</i>
9	C17B84	MYLAVARPU SAMEER BHANU	
10	C17B23	NAKUL MOHANAN NAIR	
11	C17B54	SIYAL PRINCE MAHESH	<i>Siyaal</i>
12	C17B105	NAIR SHRUTHI VIKRAMAN	<i>Shruthi</i>
13	C17C24	TANISHQ JAIN	
14	C17B47	TAWALE POOJA BHAGWAN	
15	C17C25	TEJAL RAJESH JAGE	
16	C17C43	THORAT JANHAVI VIJAY	
17	C17C30	TUSHAR CHAUHAN	
18	C17B01	UBBI MANDEEP RAVINDER	
19	C17C59	VARUN SHARMA	
20	C17C34	VEDA SRINIVAS KANGONDI	
21	C17C53	VEDANT A PAWLE	
22	C17B77	VEERAL SANJAY BOHRA	
23	C17C10	VEMU SRI SNEHITA S B DEEKSHITULU	
24	C17B115	VERMA SHWETA ASHOK	<i>Shweta</i>
25	C17C40	VISHION RAMESH	
26	C17A02	WAGARALKAR ABHISHEK APPASO	
27	C17A114	WALANJKAR KARAN ASHOK	<i>Karan</i>
28	C17A34	YADAV AMIT SHIVAJI	<i>Amit</i>
29	C17A102	YADAV JAYANT TANAJI	
30	C17B11	ZARIWALA MISSBA FAROOK	
31	C17A83	MORE GANDHAR MILIND	
32	SC.18.06	JAIN JAI NAVAL	



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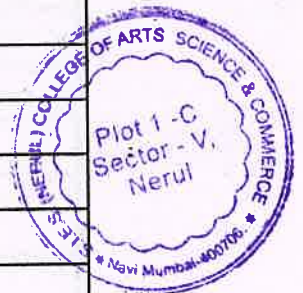
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ROLL NO.	EXAM SEAT NO.	NAME OF THE STUDENT	Signature
1	C17A01	ABHILASH VINOD MENON	
2	C17C21	ALDAR SWATI ANANDA	
3	C17A27	ALOK SAJU	
4	C17A40	AMAL ANJALI DEEPAK	
5	C17A28	AMALDEV S NAMBIAR	
6	C17A35	AMMAR F SHIKORA	
7	C17C63	ANJALI VINOD	
8	C17A52	ARYA MANU	
9	C17A56	ASHWIN RAJESH	
10	C17A32	AYARE AMEYA VISHWANATH	
11	C17B109	BHACHAWAT SHUBHAM NARENDRA	
12	C17B28	BHARGUDE NEHA HANUMANT	
13	C17B91	BHOIR SATYAM GHANASHYAM	
14	C17B73	BHOR ANUJA SANDEEP	
15	C17B27	BIRAJDAR NEHA GURUPAD	
16	C17A50	BOTHE APURVA SANDIP	
17	C17B101	CHALKE SAMRUDHI SANTOSH	
18	C17A62	CHAVAN BHUMIKA SHAILESH	
19	C17B75	CHAVAN RUCHEE PRAKASH	
20	C17B103	COELHO CLIFFORD PAUL	
21	C17A98	DAFEDAR HUDA AFZAL	
22	C17A25	DALVI AKSHAY CHANDRAKANT	
23	C17A92	DALVI HAFSA ABDUL WAHAB	
24	C17C04	DHANUKA SHASHWAT VIKAS	
25	C17B55	DHIMAN PRIYA GURNAM	
26	C17A79	DODECHA DRASHTI KANAHSINH	
27	C17A63	DSOUZA CAROLINE LILIAN CLETUS	
28	C17A82	FERIL BABU	



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29	C17C35	GAIKWAD VEDANT NISHANT	
30	C17A88	GEETHU MOHANDAS	
31	C17A93	GHAG HARSH MANGESH	Harsh
32	C17A111	GHARAT KINNARI CHANDRAMOHAN	
33	C17B49	GIRKAR PRAJAKTA PARAG	
34	C17A101	GOGRI JANIL HITESH	
35	C17A43	GORDE ANKITA PRAKASH	
36	C17C26	GULHANE TEJASWINI KAILASH	
37	C17B114	GUNNA SHUWETHA KIRUPAKARAN	
38	C17B41	GUPTA PALAK BHARAT	
39	C17C48	GUPTA VEDANYA ANIRUDH	
40	C17A90	GURJEET KAUR GURMEET SINGH	
41	C17C17	JADHAV SUPRIYA DINKAR	Jadhav
42	C17B09	JAIN MEHEK PUKHRAJ	
43	C17B48	JAIN PRAGYA VIMAL	
44	C17A26	JETHAVA AKSHAY DHANSUKH	
45	C17B43	JOISER PARTH MOHAN	
46	C17A86	KADAM GAURAV PANDURANG	Gaurav K.
47	C17B35	KAMBLE NIKITA ANIL	
48	C17B112	KAMBLE SHUBHANGI SUNIL	
49	C17A29	KIDAV AMAN HARIHARAN	
50	C17A45	KORE ANUJA GOVIND	
51	C17B51	KUMAR NIKHIL ASHOK	
52	C17C62	MANAN RATHI	
53	C17A120	MANASI SATISH DESHMUKH	
54	C17A58	MANE ATUL DINKAR	Atul
55	C17A80	MANIAR DRISHTI LOKESH	
56	C17B99	MANIYAR SHIVAM VIJAY	
57	C17C31	MATHUR UPASANA	
58	C17B74	MENAT ROSHNI VELJI	
59	C17A51	MENDON ARUNANIDHI LEELADHAR	Mendon
60	C17A18	MHATRE AISHWARYA AVINASH	
61	C17A20	MHATRE AKANKSHA ASHOK	Akhatre

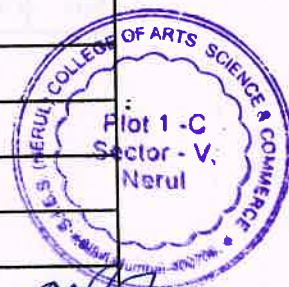


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62	C17A96	MHATRE HEENA RAJKAMAL	Heena
63	C17B107	MHATRE SHRUTI SANJAYKUMAR	Shruti
64	C17A48	MIRGAL ANUSHKA MOHAN	
65	C17A118	MITTER LOVELEEN PREM KUMAR	Mitter
66	C17A107	MOHANTY KAREENA KAILASH	
67	C17B39	MORE APURVA MANOHAR	Apurva
68	C17C33	GHANWAT VARSHA ASHOK	
69	C17B20	MUBTHASIM HAJIHASANABBA	MTP
70	C17C32	MUKESH ARVINDH V	V. Arvind
71	C17A91	NADAR GURUMOORTHY KUMARESAN	G
72	C17B118	NAIK SIDDHESH SANJAY	
73	C17A17	NAIR AISHWARYA ANAND	
74	C17A70	NAIR DEVIKA BHASI	
75	C17B83	NANDA GURLIN KAUR BOBBY SINGH	G Nanda
76	C17B79	NAYAK SADASHIV LAXMAN	Sadashiv
77	C17B29	NEHA RAHUL BHATE	Neha
78	C17B30	NEHA SANJAY INGALE	
79	C17C44	NIDHI J SHETTY	
80	C17B41	PALAK AMIT KAMAT	
81	C17B89	PANDE SANKET SANTAJI	
82	C17C50	PANDEY SUPRIYA HEMANT	
83	C17B102	PATHANE SHREYA SUDHIR	
84	C17A05	PATIL ABHISHEK SHRIKANT	
85	C17A23	PAIIL AKSHATA ASHOK	
86	C17A44	PATIL ANKITA VINOD	
87	C17B64	PATIL RAJAS DIPAK	
88	C17B45	PINAKIN RAVINDRA BODADE	
89	C17B07	PRAJAPATI AJAYKUMAR PARASMAL	
90	C17B53	PREETHA RAJESHKUMAR	
91	C17C54	RAHUL RAJAN	
92	C17B63	RAHUL RAVINDRA SHETTY	
93	C17A46	RAJPUROHIT RITIKA RATANSINGH	
94	C17B70	RAJPUT RICHPALSINGH SAWAISINGH	



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95	C17A11	RAMNATH ADITYA SETHUNARAYAN	<i>Aditya</i>
96	C17B26	RIAR NAVNEET KAUR PRITPAL SINGH	
97	C17B71	RITU RAMDAS NARKAR	
98	C17B72	RIYA R KHANAL	
99	C17B58	SAINI RADHIKA KUNDAN	
100	C17B82	SAKINA JALWALA	<i>SAKINA</i>
101	C17B76	SALVI RUCHIKA RAJESH	<i>R</i>
102	C17A106	SANKPAL KAJAL KONDIBA	
103	C17B34	SAWANT NIKET CHANDRAKANT	<i>Niket</i>
104	C17A115	SHARMA LALIT VINAY	<i>Don</i>
105	C17C08	SHARMA SONAL CHUNNILAL	
106	C17A38	SHETTY ANANYA HITENDRA	
107	C17B81	SHETTY SAHITYA SADASHIV	
108	C17B104	SHETTY SHRUSHTI SADANAND	
109	C17A85	SHETYE GARGI ATUL	<i>GG</i>
110	C17B88	SHINGADE SANKET DASHRATH	
111	C17B94	SHIRKE SEJAL BALWANT	<i>SJ</i>
112	C17B100	SHIVAM GUPTA	<i>Shivam</i>
113	C17C49	SINGH ANKITA JAYPRAKASH	
114	C17B67	SOARES RAUL SEBASTIAN	
115	C17B65	SONAWANE RAJASHREE RAMCHANDRA	
116	C17C11	SUCHITA S POOJARY	<i>Suchita</i>
117	C17C16	SUNANDA SENGUPTA	
118	C17B40	SURVE OMKAR VITTHAL	<i>ony</i>
119	C17C27	SUTAR TERNA SOPAN	
120	C17A97	TALREJA HIMA NARESH	<i>Hima</i>



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