

RONITH PURSWANI



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Mumbai

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ABOUT ME

A passionate marketing graduate with a deep interest in brand storytelling, consumer engagement, and lifestyle marketing. Having worked across diverse campaigns, I bring a sharp eye for detail, innovative thinking, and a goal to shape the way people connect with premium brands. I am interested in how brands build identity, connect with their audience, and create long-term value. Currently looking to be part of a brand or PR team where I can apply my skills, grow creatively, and work on ideas that make an impact.

EDUCATION

BACHELOR OF MANAGEMENT STUDIES (BMS)

H.R. College Of Commerce & Economics
2022-2025

HSC

H.R. College Of Commerce & Economics
2020-2022

SSC

Yashodham High School & Junior College
2019-2020

SKILL

- Effective Business Communication
- Client Outreach & Prospect Engagement
- Brand Awareness
- Market Research
- Team Coordination
- Digital Marketing

WORK EXPERIENCE

Business Development

NOV 2023 – JULY 2024

E-Medica

- Handled B2B and B2C client meetings independently.
- Led product presentations, follow-ups, and client conversion strategies.
- Worked on CRM, WhatsApp campaigns, and email marketing pipelines.
- Coordinated end-to-end sales efforts while managing daily operations and reporting.

Marketing (Intern)

JUN 2023 – OCT 2023

E-Medica

- Supported client outreach, lead generation, and coordination of sales meetings.
- Assisted the marketing team in backend operations and internal CRM management.
- Helped with campaign planning and digital communications.

Sales & Client Engagement (Intern)

SEP 2022 – DEC 2022

Meraki Kangen Water

- Engaged with potential clients via outbound calls and scheduled qualified appointments
- Coordinated meeting logistics and supported executives during client interactions.
- Maintained leads database and followed up to ensure pipeline continuity.

EXTRA-CURRICULAR & INITIATIVES

- Project Lead – Maharashtra Tourism Awareness Drive (Govt. Initiative)**
- Vice Chairperson & Project Coordinator**
H.R. College Of Commerce & Economics
- Founder & Content Creator**
The Motor Fusion (YouTube Channel)

CERTIFICATIONS

- NIIT
- PROMISING YOUNG LEADER
- BEST ORGANISER
- OUTSTANDING CONTRIBUTION

LANGUAGES

- ENGLISH
- HINDI
- MARATHI
- SINDHI