

Yash Vinod Nerkar M.M.S. (Marketing)

✉ nerkaryash2002@gmail.com ☎ 8956328755 📍 Mumbai, India 🌐 Yash Nerkar 📅 28/07/2002

📋 PROFESSIONAL SUMMARY

- Dynamic and growth-oriented professional with a unique blend of agriculture expertise & management skills, holding a B.Sc.Aagri.
- Experienced in field marketing, customer engagement through academic projects and corporate internships.
- Known for strong relationship-building and problem-solving, with the ability to connect theoretical knowledge with real-world business practices.
- Passionate about driving brand growth and sustainable business solutions in corporate, manufacturing & agri-business domains.

🎓 EDUCATION

Masters of Management Studies, 09/2024 – 12/2025 | Mumbai, India
Rizvi Institute of Management Studies & Research

Bachelor of Science in Agriculture, 04/2020 – 06/2024 | Jalgaon, India
Dr. Ulhas Patil College of Agriculture
8.05 CGPA

HSC in Science, 04/2019 – 03/2020 | Dhule, India
Jai Hind Junior College
75%

SSC, 04/2017 – 03/2018 | Dhule, India
Agrasen High School
83.20%

💼 INTERNSHIP

Marketing Intern 05/2025 – 06/2025 | Mumbai, India
Parag Milk Foods Ltd. 🌐

- Executed on-ground marketing campaigns in 25+ premium societies, engaging with over 250 potential clients to promote the POC subscription service.
- Conducted customer profiling and needs assessment, helping identify high-potential segments and improve lead quality.
- Supported data collection and campaign reporting that contributed to 20% higher conversion rate during the marketing period.
- Assisted in cross-selling and feedback analysis to strengthen customer experience and retention strategy.

Agriculture Intern, 04/2024 – 05/2024 | Jalgaon, India
Rajnitai Deshmukh Farmers Producer Company Ltd.

- Conducted market research and demand analysis for agricultural inputs, supporting sales planning and outreach.
- Assisted in lead generation and client data mapping, expanding the cooperative's farmer base by 15%.
- Collaborated with management to prepare product marketing material and local sales presentations.

📁 ACADEMIC PROJECTS

Analyzing the Firm - Value Chain Analysis
Analyzed ITC Limited's value chain to identify competitive advantages across key business activities. Evaluated cost efficiencies, strategic initiatives, and market positioning for sustainable growth.

Marketing Strategies for Dawat Rice
Applying Positioning, Pricing & Consumer Behavior Concepts
Designed marketing strategies for Dawat Rice by leveraging positioning, pricing, and consumer behavior insights.

Rural Agricultural Work Experience (RAWES)
Conducted on-field surveys with farmers to understand market dynamics. Assisted in educating farmers about new marketing techniques and modern farming practices.

📜 CERTIFICATIONS

Digital Marketing Certificate (HubSpot Academy)
Learned basics of digital marketing, including SEO fundamentals, content creation and social media basics.

Career Edge - Young Professional (TCS iON)
Gaining skills in business communication & corporate etiquette.

Basics of Python (Infosys Springboard)
Learned Python fundamentals & basic problem-solving.

Accounting Fundamentals (TCS iON)
Learned basic accounting and financial statements.

🧠 SKILLS

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|------------------------------|-----------------------|----------------|
| • Attention to Detail | • Presentation skills | • MS Office |
| • Consumer Behavior Analysis | • Team Collaboration | • Basic Python |

🏆 ACHIEVEMENTS

Secured the 2nd runner-up position in the Creativity and Design Thinking Event
Secured 2nd Rank in all Four Years of B.Sc. Agriculture

🧩 CO-CURRICULAR ACTIVITIES

Member, Student Council (Student's Welfare), Dr.Ulhas Patil College of Agriculture
Volunteer in National Service Scheme (NSS) [Sponsored by Govt. of India]