

ALVA'S COLLEGE, MOODUBIDIRE

DEPARTMENT OF COMMERCE

(A PROGRAMME UNDER IQAC)

ORGANIZES

INTERNATIONAL WEBINAR ON

MARKETING CAREER

"A CORPORATE WORLD BEYOND TEXT BOOKS"

Resource Person: Ms. Vaishnavi Vishwanath

Marketing & Event Strategist

ADAM Global, Dubai



President : Dr. Kurian

Principal, Alva's College

Presence : Dr. Rajesh.B

IQAC Co-ordinator

Date: 16-10-2020

Time: 11.30 AM-12.30 PM

Platform



ALL ARE CORDIALLY INVITED

Meet link: <https://us02zoom.us/j/92110313211?pwd=ZkUk-ejku-ogw%3D&authuser=0>

Prof. Veena Monteiro
Prog. Co-ordinator

Prof. Sharmila Kunder
Co-ordinator
Dept. of Commerce

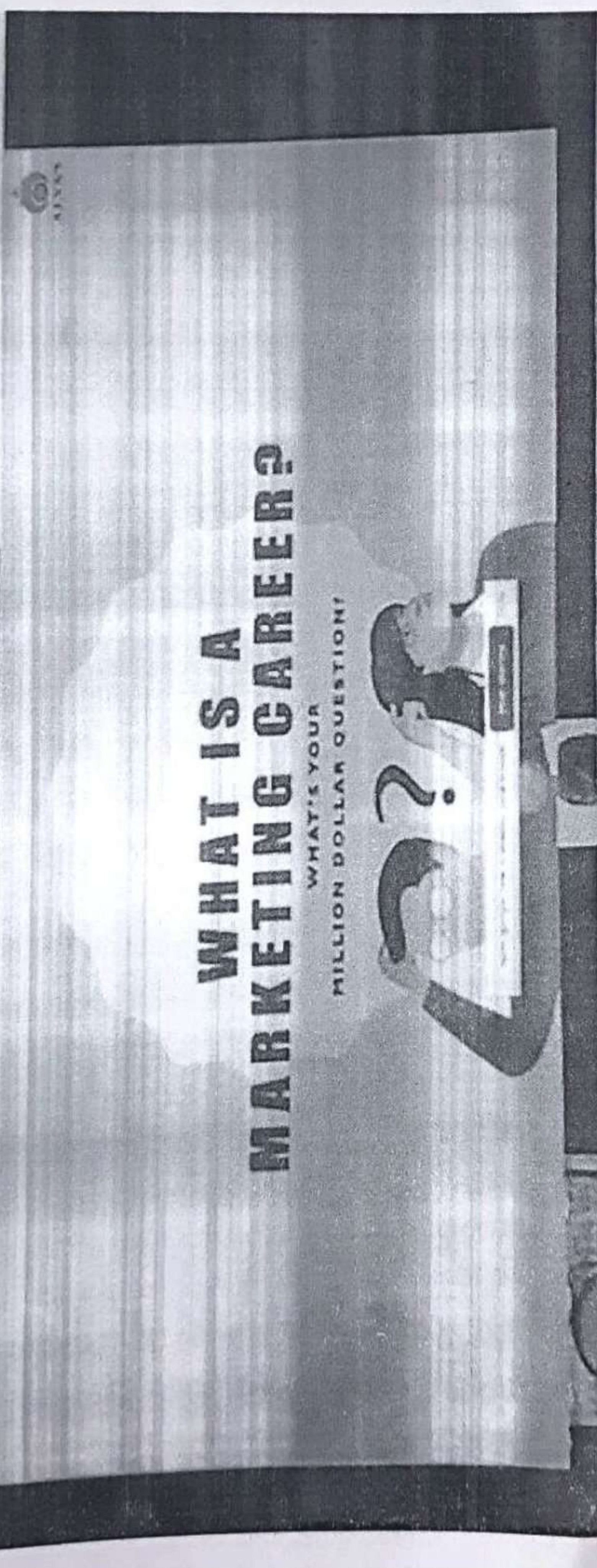
Dr. Rajesh.B
IQAC Co-ordinator

Dr. Kurian
Principal

REPORT ON INTERNATIONAL WEBINAR ON MARKETING CAREER “A CORPORATE WORLD BEYOND TEXT BOOKS”

16TH OCTOBER 2020

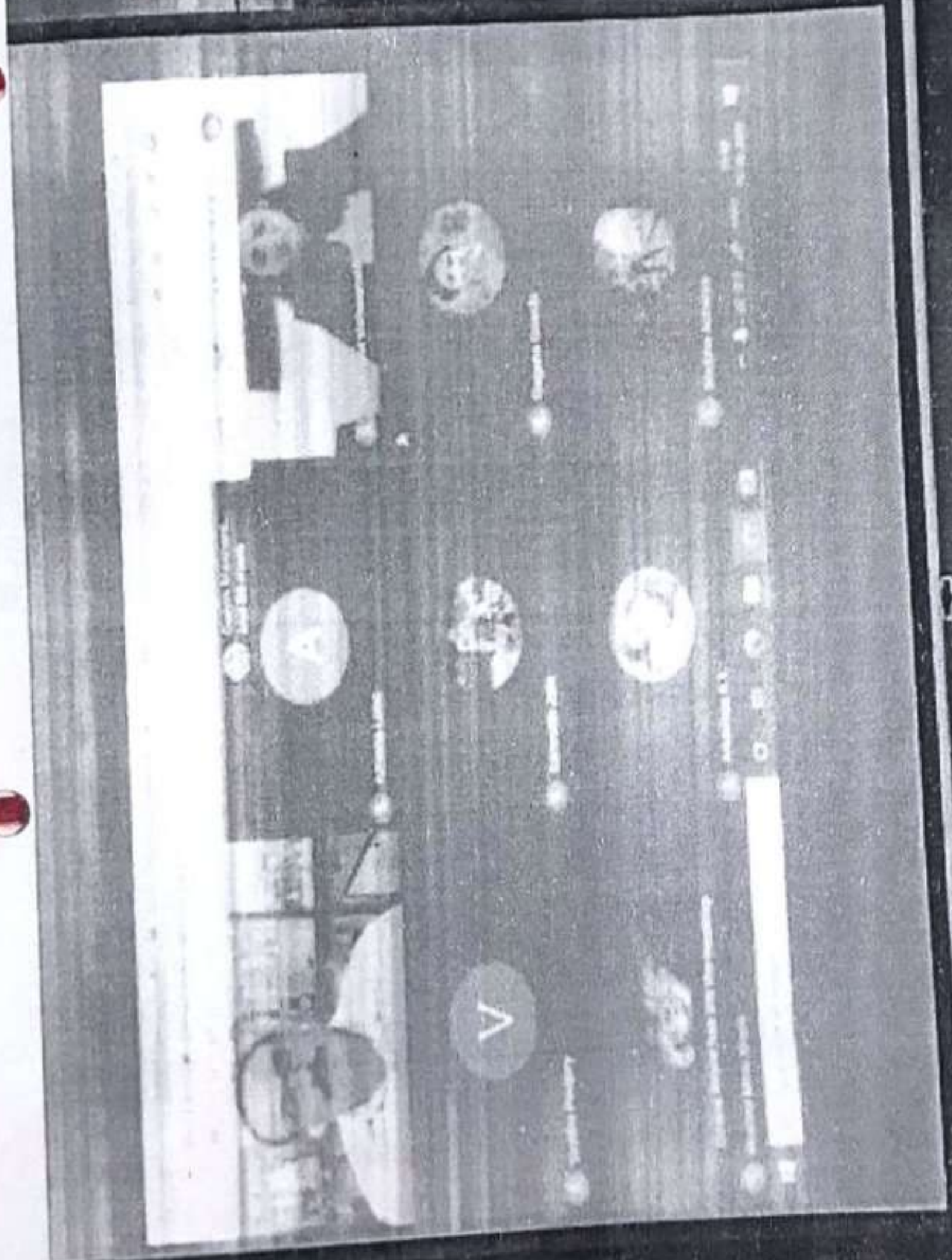
An International Webinar on the theme of Corporate World, excerpted from the Textbook was hosted by Department of Commerce, Alva's Degree College on October 16th 2020 at Google Meet. Ms. Vaishnavi Viswanath, marketing and event sponsor of ADAM Global in Dubai, spoke about the importance of a marketing career at the global level. She talked about ways to attract the target audience and how to increase sales and reach all customers without physical communication. Social media, Google ads, Google analytics, e-mails, SMS marketing and PR campaigns have a major impact on selling products. She directed to have a clear picture of sales and marketing jobs when choosing a marketing career. She said what marketing profiles are in high demand and what skills and software are needed to compete. Over 100 participants including from India, London, Denmark, Sweden, Dubai, and Abu Dhabi were attended the meet. In the program, Dr. Kurian Principal, Alva's college, IQAC coordinator Dr. Rajesh B, Co-ordinator of Department of Commerce Ms. Sharmila Kundar, and convenor of the webinar Ms. Veena Monteiro, were present. Dr. Kurian gave the presidential remark, Ms. Madhura Hegde performed the prayer. Ms. Shreya Ponnappa presented a Vote of Thanks. Ms. Sharanya Devi hosted the webinar.



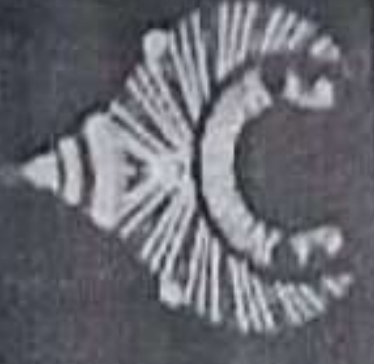


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ALVA'S COLLEGE, MOODUBIDIRE X

ALVA'S COLLEGE, MOODUBIDIRE, ☆

Questions Responses 137

Send

ALVA'S COLLEGE, MOODUBIDIRE, DEPARTMENT OF COMMERCE

International Webinar on "Marketing Career- A Corporate World Beyond Text Books"

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Smart answer text!

⊕ 📄 📄 📄

Questions Responses 100

Feedback - International Webinar on Marketing Career - A Corporate World Beyond Text Books" Alva's College, Moodubidire. 574227.

Dear Participants, kindly fill up your details for e-certificate and submit your valuable feedback on this webinar

Email address

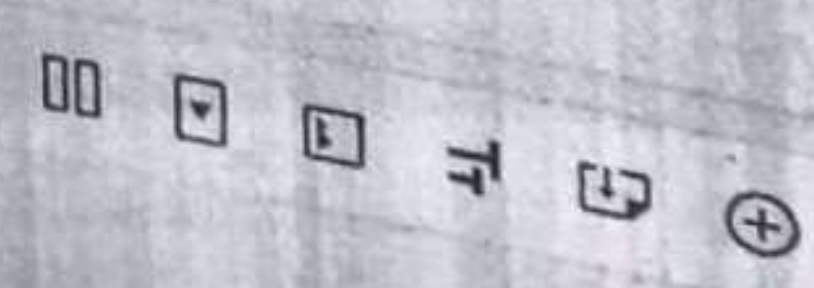
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Timestamp	Email Address	Name	E-Mail Id	Name of the Organisation	Country
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10/16/2020 13:26:12	nrs2727@gmail.com	NEHA SARNOBAT	nrs2727@gmail.com	ALVA'S COLLEGE	INDIA
10/16/2020 13:26:17	saldanhajoswin0905@gr	Joswin Saldanaha	saldanhajoswin0905@gr	Alvas College Moodabidri	India
10/16/2020 13:26:25	sowmya1681@gmail.com	Sowmya P Rai	sowmya1681@gmail.com	Alva's degree college	India
10/16/2020 13:26:27	anushaa12900@email.co	Anusha.A	Anusha.A	Alvas	India
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10/16/2020 13:27:39	lavanyagowdalavu123@r	Lavanya H	lavanyagowdalavu123@r	Alva's Education Foundat	India
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10/21/2020 11:14:38	jessiejan1517@gmail.con	Jessie Janet	jessiejan1517@gmail.com		India



ALVA'S COLLEGE, MOODUBIDIRE

Re-accredited by NAAC with 'A' Grade

Certificate of Participation

This is to certify that Mr/Ms Adhish jain of Alva's College, has attended International Webinar on "Marketing Career- A Corporate World beyond Text Books" organised by the Department of Commerce, Alva's College, Moodubidire on 16th October 2020.

Ms. Veena Monterio
Webinar Coordinator

Ms. Sharmila Kundar
Co-ordinator, Department of Commerce

Dr. Kurian
Principal



ALVA'S

Marketing Career

A corporate world beyond textbooks

OCT 16 Fri, 11:30am

16



Vaishnavi vishwanath

Marketing & Events Strategist

ADAM Global, Dubai

(alva's alumna 2010-13)

Webinar/ Workshop brought to you by:
Department of commerce (A programme under IQAC)





The greatest myth about marketing is, it is often confused with 'SALES'.
If you have fallen into this misunderstanding, you are probably missing some highly paid job profiles in the beginning of your career path.

By the end of this webinar/ workshop, you will have a clarity on the following:

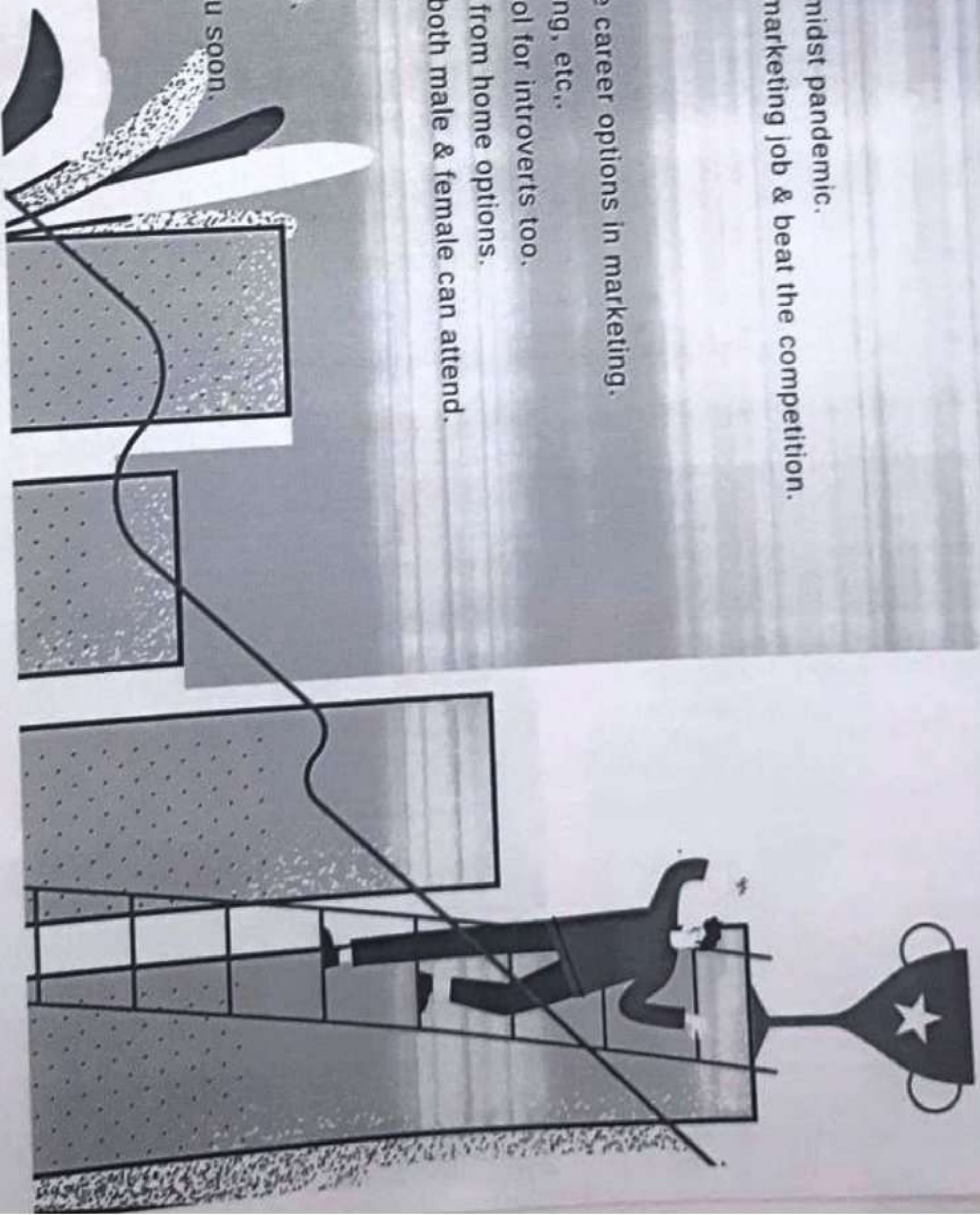
- Difference between sales & marketing jobs.
- What marketing profiles are on high demand with active recruitment amidst pandemic.
- What skills & software you need to learn to flash it on your CV, win a marketing job & beat the competition.

Who should attend ?

- If you have little or No idea about marketing, but interested to explore career options in marketing.
- If you like creative roles, fascinated about ads, media, digital marketing, etc.,
- Whether you like talking or you don't, doesn't matter. Marketing is cool for introverts too.
- If you are exploring some full time, part time or easily available work from home options.
- Marketing career IS NOT gender discriminant. It is fit for all. Hence, both male & female can attend.

The fight for a job has increased radically due to Covid-19.
It is high time you get your CV talking & stand different from the crowd.

Let's explore the corporate world beyond marketing textbooks. See you soon.






VAISHNAVI VISHWANATH MARKETING & EVENTS STRATEGIST


+971 58 692 2093 ✉ vaishnavi1192@gmail.com

EDUCATION

B.A. Marketing Alliance University, Bangalore (2016-18)
B.M. Marketing Alvas' College, Mangalore (2010-13)


CLICK TO VIEW MY PROFILE:

 adamglobal.com/our-board/


 [vaishnavi-vishwanath1192](https://www.linkedin.com/in/vaishnavi-vishwanath1192)

CLICK TO VIEW SOME OF MY WORK:

 Webinar with Nik: shorturl.at/syZ59

 Podcast: <https://spoti.fi/39p2Kjp>






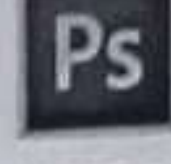






 Blog: <https://bit.ly/2MFvHhp>

 Video: <https://bit.ly/3569hfr>

<https://bit.ly/2ZDfM8D>

Profile

SKILLS

MS Office			Adobe		
Word, Powerpoint, Excel, Outlook			Illustrator, Indesign, Photoshop		
					
					
Mailchimp	Salesforce	Wordpress	Canva	Animoto	Filmora 9
Event Management	Video Production & Editing	Creatives Designing	Content Creation		
Email Marketing	Social media marketing	Presentation Skills	Public Speaking		

WORK EXPERIENCE

Marketing & Events Strategist, ADAM Global, Dubai (2019-present)

Predominantly working in marketing domain, in one the largest Business Networking platform. With both offline & digital marketing, I have solely handled many video productions & host podcast-shows that are streaming on Spotify, Radio Public, Google Podcast and some leading platforms. Hosted events globally in cities like Berlin, Amsterdam, Africa & Dubai. With my work, I have been able to extend my connection with renowned business celebs like former UK MP, BBC World News Journalist, Members of World Economic Forum & key businessmen from 75 countries worldwide like Mauritius, Thailand, Belgium, Italy, etc.,



2. Marketing Coordinator, Ministry of Tourism, Govt. of Karnataka (intern 2017-18)

Joined as one of the youngest interns, to rebrand a sport called Bouldering in India. Worked alongside DNA entertainment networks (one of the largest event mgt. firms), Indian Mountaineering Foundation (IMF), International Sports Federation & adventure equipment brands to host Expo and state's first Mountain Film Festival in Bangalore.

In just 3 months of extensive marketing, The Championship was a record breaking international event held in India with over 800 contestants in a day & 11 countries participated. I was honored for 'Excellence at work' by IPS Anupam Agarwal.



AWARDS & ACHIEVEMENTS

- An official Illustrator of the book, 'The Life of Z', 'NOMD' available on Amazon & Flipkart.
- Grand Finalist of STAR PLUS dance show, 'Nach Baliye-7 UAE Challenge', Dubai.
- Member of Toastmasters International Public speakers club, NMC, UAE.
- Miss. Mangalore 2018 & Model for brands like Pantaloons, StreaX, NIFT, etc.
- National Cadet Corps (NCC)- Ranked as Sargent of 15KAR.BN, Certified 'A'.
- A student of Shaimak Davar's International Academy of Dance, UAE
- Former Management Forum Presidential Board member - Alliance University, Alvas College.
- Represented university in several national mgt. fest
- All rounder Student of the Year Award 2010, AVK Women's College





ALVA'S COLLEGE

(Accredited by NAAC)

[A Unit of Alva's Education Foundation (R.)]

Sundari Ananda Alva Campus, Vidyagiri, MOODBIDRI - 574 227

Ph : 08258 - 236531, Fax : 08258 - 236731, Email : ac@alvas.org

Ref:

Date: 22.10.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Vaishnavi Vishwanath, Marketing and Event Strategist, ADAM Global, Dubai was Resource person for the International Webinar "Marketing Career- A corporate world beyond Text books" held on 16.10.2020 by Department of Commerce, Alva's College, Moodubidire. Her contribution as a resource person was valuable. The knowledge imparted through the session will be really benefited to the participants. We wish her all the success in her future endeavor. We Expect Same Support in Future.


PRINCIPAL
Principal
ALVA'S COLLEGE
MOODBIDRI - 574 227

3

ALVA'S COLLEGE, MOODUBIDIRE

DEPARTMENT OF COMMERCE

WEBINAR DETAILS

Webinar Name: Campus to Corporate
Date: 23-10-2020
Resource Person: Mr. Kiran Kumar
Associate, Cargil Business & Services, Bangalore

Registration:

The students were given the registration link to register themselves for the webinar by using the following link.

<https://forms.gle/owz8Leb5aYtZenaWA>

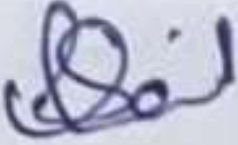
Feedback:

<https://forms.gle/YWjTaUngYL3Ax6CG7>

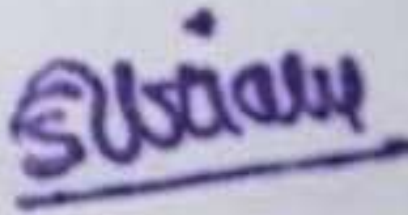
Meeting link:

<https://meet.google.com/eks-pzzp-sdr?hs=122&authuser=0>

Mrs. Amritha Acharya
Webinar Convener
Dept. of Commerce


Prof. Sharmila Kunder
Co-ordinator

HOD
Department of Commerce
Alva's College, Moodbidri (D.K.)



Dr. Kurian
Principal
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