

DISHA NAIK

PROFESSIONAL EXPERIENCE:

CAKE ALCHEMY/ THE CAKE ALCHEMIST

Founder & Head Chef

January 2016 – June 2017, January 2018 - Present

Responsibilities:

- Develops new recipes and products
- Experiments with flavors and textures for new desserts
- Expertise in international classic desserts
- Executes the ideation to production of designer cakes
- Understand customer needs and propose them the product as they want
- Conceptualize and design the cakes/cupcakes
- Manages the stock inventory and purchases as well
- Handles the finances to make a profitable unit
- Handles the Social Media marketing
- Handles new and existing clients and get repeat orders
- Follow up with the clients for their feedback and references
- Manufactures the products maintaining the hygiene and quality
- Does the branding of the company and prepares posters, adverts, content, tag-lines and overall appearances
- Handles the administrative work, packaging, designing of the boxes
- Clicks pictures and photographs, shoots videos for the promos

LAVONNE ACADEMY OF BAKING SCIENCE & PASTRY ARTS

Student

July 2017 – December 2017

Experiences:

- Learning techniques like dough lamination, cake decoration, artesian breads, set desserts, etc.
- Conceptualizing the final products in terms presentation and its visual appeal.
- Costing the products according to market rates.
- Maintaining the cleanliness and hygiene of the working area.
- Making menus for buffet and counters according to portion size, theme, and customer requirement.
- Managing bulk production at the back end (Production Unit). Producing breads, components for petit gateaux, cookies, etc. in bulk.
- Managing the billing counter at front end of the Café as a part of our training. Interacting with customers to understand their needs and demands.
- Making a 'Feasibility Report' as a project for a cafe.
- Learning the theories of ingredients, history of classic desserts, art of making coffee and plating.
- Learnt theories of bacteria and food borne illnesses.
- Writing & publishing a blog called 'The Cake Alchemist' which includes experiences of learning pastry arts and life experiences.

BHARTI NAIK'S SEMINARS

Chief Communication Officer

January 2017 – June 2017, February 2019 - Present

Responsibilities:

- Writes content of the digital advertisement.
- Develops and manages the email communication for the subscribers.
- Designs the Visual Branding merchandise.
- Manages the regular communication exchanges with the subscribers
- Video & Photo shoots the seminars, events and is an editor to 'Bharti Naik' YouTube channel.

Responsibilities:

- IT Recruitments for the clients; MacAfee, Wipro, IBM, HCL, Accenture, Verizon, Infosys, JPMC
- Has worked on job positions like Java Developer, Network Engineer, Project Manager, .Net Developer, Android Developer, iOS Developer and many more.
- Handles admin, bank work and did Data Entry and Resume Formatting
- Handles social media, branding and online marketing of the company
- Involves in the website development and content writing
- Designed the letter head and cover page for the company
- Gave the tag line for the company 'We inspire you to learn and implement'
- Developed content for the training 'English Language Lab' (ELL)
- Assisted and coordinated the training program at Arvind Limited, Ahmedabad

EDUCATION:

- Diplôme de Pâtisserie, Lavonne Academy of Baking Science & Pastry Arts, Bangalore, India. Affiliated by City & Guilds, London. (June 2017 – December 2017)
- H.S.C from Navrachana School, Sama, CBSE board (2015) (First Class)
- Secured 91/100 in English, H.S.C Board exams
- S.S.C from Navrachana School, Sama, CBSE board (2013) (6.0 CGPA)

CERTIFICATIONS:

- A certified Master Practitioner and Life Coach of Neuro Linguistic Programming (NLP)
- A certified Practitioner of Neuro Linguistic Programming (NLP)
- Enrolled for writing from Writers Bureau, UK

ACHIEVEMENTS:

- Awarded as the YOUNG LEADERS CREATING THE BETTER WORLD FOR ALL by Women Economic Forum (WEF), New Delhi 2018.
- Won the Emerging Entrepreneur Award organized by BBA Students Association, Maharaja Sayajirao University, Baroda (2017)
- Was the First Runners Up in 'BBA Baazigar' event organized by BBA Students Association, Maharaja Sayajirao University, Baroda (2017)
- Generated a revenue of Rs. 1, 38,412/- (€ 1812.94) in 3 days as a part of the competition in 'BBA Baazigar' event.

EXTRA-CURRICULAR ACTIVITIES:

- Attended a 3 day photography workshop and learnt the techniques,
- Participated in a Competition called BBA Baazigar organized by BBA Students Association, MSU.
- Participated in a street play called Aaina organized by MSU.
- Actively volunteered in Nav Fest 2012-13 and Tennis Nationals 2013
- Actively participated in organizing school events like Valedictory functions, Annual concerts, Fun-fairs, Teacher's Day and Farewell parties at school premises.
- Participated in the events 'Touch of Color', 'Click – O – Pic' (Photography competition) organized in PRERNA – The Emancipation, A National Level Social Event at Faculty of Technology and Engineering (2013)
- Attended Intensive Hockey Coaching camp at Vadodara from Baroda District Hockey Association, Sports Authority of Gujarat, Gandhinagar (2009)
- Participated in the workshop 'Start with Art' organized by Maharaja Fatehsingh Museum (2008)
- Participated in Essay Writing – Junior contest conducted by SchoolsIndia under the aegis of HOPE, Chennai (2007)
- Participated in the competition of 'Clay Modeling – Ganesh Idol' at Maharaja Fatehsingh Museum, Baroda (2006)

AREAS OF INTERESTS:

- An amateur Photographer. Is interested in Perspective, Astro and Food Photography.
- Writing a book and have written Quotes (Unpublished Fiction)
- Read Harry Potter Series, Hunger Games, books by John Green and Gayle Forman
- Have been coached in Skating for 5 years
- Mentored by S.K Fadnis in Sketching and drawing
- Social media marketing and graphic designing
- Love watching TV shows and documentaries

PERSONAL INFORMATION:

- Date of Birth : 10th November, 1997
- Gender : Female
- Nationality : Indian
- Marital Status : Single
- Languages Known : English, Hindi, Gujarati, Sindhi, Marathi (beginner) and French (Beginner)
- Email Id : dishanaik@gmail.com
- Phone No. : +91 972-418-8661

SOCIAL MEDIA LINKS:

- Facebook : <https://www.facebook.com/TheCakeAlchemistDishaNaik/>
- Wordpress : www.thecakealchemist.wordpress.com
- LinkedIn : <https://www.linkedin.com/in/disha-naik-321b2a133/>
- Instagram : @disha_is_a_penguin / @the.cake.alchemist
- YouTube : https://www.youtube.com/channel/UCNr8Ovwedm4OCHmftTzjcKg?view_as=subscriber