

Kanishk Trikha

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ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	CGPA/%
2025	B. Com. (Hons)	Ram Lal Anand College, University of Delhi	6.97
2022	Class XII (CBSE)	Delhi Public School, Gurgaon	88.6%
2020	Class XII (CBSE)	Delhi Public School, Gurgaon	90.2%

SUMMARY

A proactive and motivated individual passionate about all things Marketing and Commerce. Experienced in project management, market research, and content creation, I focus on developing engaging marketing materials and leading strategic initiatives, which are aided by my strong communication skills and creative approach.

WORK EXPERIENCE

AdsparkX, Process Coordinator

June 25 – present

- Cross-Functional Liaison:** Coordinated seamless communication between business and creative teams, identifying bottlenecks and ensuring project alignment across stakeholders.
- Content & Creative Management:** Developed and executed social media strategy including copywriting, graphic design, and video editing. Created monthly content pieces across multiple platforms while maintaining brand consistency.
- Operations & Compliance:** Maintained creative team documentation and reporting systems, ensuring accountability and on-time project delivery through structured tracking and monitoring.

INTERNSHIPS

Blackberrys Menswear, E-commerce & Marketing Intern

July 24 – Aug 24

- Worked directly under the Vice President of E-commerce, attending daily meetings to gain firsthand experience in e-commerce and marketing operations, as well as supporting the team with various Excel-based tasks.
- Designed and analyzed a **market research and competitive analysis survey**, providing insights for strategic improvements.
- Analyzed and compared company policies, including drafting the **return policy** to enhance customer satisfaction.

BTGF Foundation, Research and Data Management Intern

July 24 – Sept 24

- Worked directly under MLA Somnath Bharti, conducting **demographic analysis on 50,000+ datasets** across wards and segmenting data for 145 booths using **Excel and SQL** to generate strategic insights.
- Resolved **2,000+ public issues** escalated to Delhi Jal Board, improving response times and community satisfaction through data-driven problem-solving.
- Developed core competencies in demographic analysis, data validation, and community engagement while addressing grassroots challenges.

Tiger Fintech, Bajaj Capital, Product Marketing Intern

June 24 – Aug 24

- Worked on Ideation, Promotion, Scheduling & Execution of Digital Marketing Campaigns during the two month period.
- Designed and Analyzed a **Market Research Survey** to examine Brand Awareness & understand Customer Buying Behavior.

ACADEMIC PROJECTS

The Impact of Corporate Tax Rates, Monetary Policy and The Economy on Business formation in India: A Time-Series analysis (2004-19) — Analyzed the effect of Corporate Tax Rate, Repo Rate, GDP Per Capita and ease of doing business on the number of new business formations in India using Regression Analysis on Excel.

POSITIONS OF RESPONSIBILITY

Head of Media & Marketing, PATHWAY- The Career Counseling & Placement Cell

- Led team of 14+ members in online and offline marketing initiatives, directing campaigns for **150+** registrations per event and spearheading Milestone 5.0- Annual Placement Fair with **700+** student registrations.
- Managed creation and timely dissemination of placement opportunity posts across channels, ensuring maximum reach and campus engagement.

Departmental Head, AWAAZ- The English Debating Society

- Led a team in creating various media and promotional materials, including posters, flyers, Instagram posts, and stories, to enhance event visibility and engagement.
- Played a key role in organizing major debate events such as JCC (Joint Crisis Committee), Agora, RLAC MUN etc, contributing to their smooth execution and success.

Moderator, Oxford Parliamentary Debate

- Acted as Moderator for the Oxford Parliamentary Debate held as part of the Inter-college Debate Competition Agora 2024, RLAC.

Head of Conference Affairs, RLAC MUN 2025

- Acted as the Head of Conference Affairs for the RLAC MUN 2025- A simulation of the United Nations, and facilitated the smooth coordination of the conferences taking place.

ACHIEVEMENTS & VOLUNTEERING

Achievements

- Blue Badge- I for Academic Excellence for 3 consecutive years (*Grade XII*).
- Proficiency in Mathematics (*Grade X*).
- CBSE Merit Certificate for being a top 0.1% performer in Mathematics (*Grade X*).
- Scored 99.5 percentile in English and 97.8 percentile in General test in CUET UG 2022.

Community Service

- Volunteered at Shiksha Kendra- a school for remedial teaching run by DPS for students from the underprivileged section of society.
- Acted as a Peer Educator in school, fostering a supportive and inclusive environment while mentoring and guiding fellow students to enhance their academic and personal development.

SKILLS

Analytical Skills: Research, Market Research & Analysis, Data Analysis, Policy Drafting

Soft Skills: Project Management, Event Coordination, Leadership & Team Management

Tools: Microsoft Office, Google Workspace, Canva, SQL

Digital Skills: Content Marketing & Creation, Copywriting, Editing, Proofreading, Video Editing