

Palkin DALAL

PORTFOLIO

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Available for internships starting June 2024

EDUCATION

2023-2024	HEC Paris (Ranked #1 Masters in Marketing worldwide QS Ranking 2023) Masters in Marketing <u>Relevant coursework</u> : Strategic Marketing Management, Short Content Marketing, Design Thinking	Paris, France
2019 - 2022	University of Delhi (Ranked #7 University in India QS Ranking 2023) BSc Mathematics Honors (CGPA 9.13/10 – Graduated with Distinction)	Delhi, India

ENTREPRENEURIAL INITIATIVE

May 2020 – Apr 2023	Aesthetics with Palkin , Innovative & Sustainable Gifting Founder & Content Creator <ul style="list-style-type: none">Established a business about creative handmade gifting on social media, witnessed 1124 sales across IndiaDesigned the brand logo, business cards and conceptualized packaging and new launches of creative productsAttained network growth of 19k followers on Instagram, 61k on Snapchat and 150k on Moj (Indian Platform)Produced videos showcasing making of products, used them to promote brand services and enhance visibilityAchieved an average 100k views on posted 60+ videos, with highest-viewed video reaching an 8M+ views	Delhi, India
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PROFESSIONAL EXPERIENCE

May 2023– Jul 2023	Naarica , Sustainable Solutions for Mensuration Content Marketing Intern <ul style="list-style-type: none">Launched creative advertising campaigns on Meta and Instagram lowering down cost per click by 91%Designed website on WordPress, SEO-optimized content leading to 23% higher website trafficCurated 15+ articles for digital media with strategic vision to disrupt personal hygiene space for women in India	Station F, Paris
Jul 2022 – Oct 2022	Offshore Marketers , Digital Marketing Agency Digital Marketing Intern <ul style="list-style-type: none">Enhanced outreach by 13% for 7 Startups by conceptualizing and enforcing creative marketing campaignsFormulated customer-driven email marketing strategies by A/B testing content resulting in 14% hike in salesCollaborated closely with cross functional teams (design, technical, HR) to compile updates on clients' work	Chandigarh, India
Apr 2020 – Jun 2020	All India Technical & Management Council , Education Management Marketing Intern <ul style="list-style-type: none">Structured and strategized social media marketing strategy and maintained brand's presence on online channels leading to 9% increase in audience engagement and 3% increase in lead generationSpearheaded national level online art competition- in collaboration with digital media partners as a part of brand awareness campaign resulting in 23% increase in followers on Instagram and 21% higher website visitors	Delhi, India

EXTRA CURRICULAR ACTIVITIES

Aug 2023 - Present	180 Degrees Consulting , HEC Paris Marketing Director <ul style="list-style-type: none">Responsible for forging strategic partnerships with top business schools across Europe, Managing and mentoring a marketing team of 4 students, fostering a collaborative and high-performing work environment	Paris, France
Oct 2023 – Present	HEC Start Up Circle Marketing Member <ul style="list-style-type: none">Engaging and collaborating with entrepreneurs at Station F to understand funding requirements and finding right mentors, leveraging these insights to tailor marketing strategies	Paris, France

SKILLS, INTERESTS & OTHERS

Languages	English (Proficient), French (Beginner), Hindi (Native)
IT Skills	MS Word, MS Excel, MS PowerPoint, Adobe Photoshop, Canva, Procreate
Certification	Digital Marketing (IIT Delhi- 2022)
Interests	Table Tennis (State Level Player), Painting, Sketching