




Priya Patel

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Professional Summary

"Dynamic MBA graduate with specialization in Marketing and 3+ years of experience in digital strategy and brand management."

Work Experience

Marketing Associate – Tata Consultancy Services (TCS) | 2021–2023

- Led a team to launch a campaign with 200% ROI.
- Managed social media growth (50K+ followers in 6 months).

Business Development Intern – Hindustan Unilever | Summer 2020

- Conducted market research for rural FMCG penetration.

Education

Degree	Institution	Year	%/CGPA
MBA (Marketing)	IIM Bangalore	2021	8.2
B.Com (Hons)	Delhi University	2019	85%

Achievements

- Winner, National Marketing Olympiad (2020).
- Certified Digital Marketer (Google Ads, HubSpot).

Extra-Curriculars

- Vice President, IIMB Marketing Club.
- Volunteer, Teach for India.