

🎓 EDUCATION

Bachelor of Business Administration (BBA): Branding & Advertising, *Mount Carmel College* 2026
Bengaluru, India

💼 PROFESSIONAL EXPERIENCE

Social Media Intern, *Creatix* 06/2025 – 08/2025

- **Managed end-to-end content production workflow**, including ideation, editing, and scheduling for high-visibility reels and social media content, ensuring **process consistency** across platforms.
- **Contributed to strategic planning** by analyzing trending topics to generate original concepts, directly supporting brand visibility and **operationalizing creative goals**.
- **Maintained a consistent operational schedule** for social media pages, using scheduling tools to ensure reliable delivery and optimize audience engagement.

Marketing Intern, *Agency M - Eyal Veda Natural Skincare* 01/2025 – 04/2025
Bengaluru, India

- **Analyzed** over 10+ competitor marketing strategies and activities to **identify operational gaps** and inform process optimization within the firm.
- **Developed and presented** data-driven proposals for service/product strategies, leveraging **market trend analysis** to highlight potential opportunities and mitigate business risks.
- **Executed and managed** end-to-end digital operations (campaigns), ensuring timely delivery and effective resource allocation.

Business Analytics & Public Relations Intern, *Youth India Foundation* 09/2024 – 12/2024
Bengaluru, India

- **Led data analysis** projects focused on consumer behavior and market trends, providing actionable insights that **guided product positioning** and supported strategic initiatives.
- **Managed and tracked** critical project **KPIs** (Key Performance Indicators) to quantitatively assess campaign engagement and ROI, informing budget allocation and future strategy development.
- **Collaborated cross-functionally** to manage social media content and influencer outreach, demonstrating strong **project management** and interpersonal skills in a fast-paced environment.

🧠 SKILLS

Data & Analytical Tools

Microsoft Excel (Advanced) | SQL (PostgreSQL / MySQL) |
Looker Studio | PowerPoint | Google Sheets | Clarity

MS Tools

Excel / Word / Ppt / Clarity

GenAI tools

GPT/Claude/Gemini/Veo/Ideogram

Design Tools

Canva / Whimsical / Figma / Framer / Webflow

Workflow & Digital Tools

Trello | ClickUp | Google Analytics | Tag Manager | GenAI
Tools (GPT, Claude) | Meta and Google Ads | SemRush
(SEO) | Google Docs

Process Improvement & Operations

Process Analysis / Problem-Solving / Workflow
Optimization / Project Management / Risk Evaluation

Collaboration & Leadership

Cross-functional Teamwork / Communication /
Interpersonal Skills / Leadership & Mentoring

📜 CERTIFICATES

Digital Marketing, NICT Computer Education

The program covers key areas such as SEO, social media marketing, email marketing, and content creation, providing hands-on experience in driving brand awareness and increasing online engagement.

Financial Literacy, Certified by UNICEF

The program aims to empower individuals with the knowledge and skills to make informed financial decisions, promote financial inclusion, and improve financial well-being for all.