

ALLANA MARIAM KURIAKOSE

INTERN

CONTACT

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- 📍 Bangalore

PROFILE

Results-driven marketing student with demonstrated expertise in digital strategy and brand management, seeking to establish a career in the marketing industry. Currently leading comprehensive social media operations for an established manufacturing company while pursuing BBA in Branding and Advertising.

WORK EXPERIENCE

DIGITAL MARKETING LEAD • COCHIN VENEERS • 2023 - PRESENT

- Managed content and campaigns across Instagram and Facebook
- Planned and executed digital marketing strategies for the plywood division
- Oversaw day-to-day marketing operations and brand communications
- Strengthened online visibility through targeted social media initiatives

EDITORIAL LEAD • TWSS NEWSLETTER • 2023

- Achieved "Best Team" recognition in the Battle of Newsletters competition.
- Led team in design, content creation, and editing of institutional newsletter
- Managed cross-functional team coordination and workflow

BRAND STRATEGY INTERN • MILES SOBA. AGENCY M • 2025 (ongoing)

- Researched market trends and competitor strategies for the Client; Beacon Global Ltd
- Helped with the company's rebranding project
- Created content to support the new brand identity

DIGITAL MARKETING INTERN • TWBC Marcom • 2025

- Performed and assisted in the Marketing activities for the client, SixGuards Safety, a safety equipment company in Kerala.
- Engaged with the client and performed company visits for better execution
- Overall on-site work experience

RELEVANT COURSEWORK

- Fundamentals of Digital Marketing
- SEO
- Business Analytics and Process Management
- Consumer Psychology
- Branding and Advertising Principles
- Microsoft Power BI

EDUCATION

2022-2026 MOUNT

CARMEL COLLEGE

- Bachelor of Business Administration- Branding and Advertising specialisation

SKILLS

- Project Management
- Teamwork and Leadership
- Digital Marketing
- Social Media Management
- Content Creation & Strategy
- Design and Editing
- SEO

CERTIFICATES

- Google Digital Skills certificate – Foundation of Digital Marketing
- Coursera Certificate SEO
- Battle of Newsletter- Miles Soba- Best Newsletter
- Microsoft Power BI
- TWBC Internship Certificate