

# SIRI GOWRI. S

MOBILE:+91 9449117486

FEMALE, 20

EMAIL ID:SIRI82451@GMAIL.COM

[LINKEDIN](#)

## EDUCATION

Bachelors of Commerce, Business Process Services	2023-26	Mount Carmel College, Bengaluru	70%
Pre-University CSBA (Class XII)	2022	MES Kishora Kendra PU College, Bengaluru	91%
SSLC (Class X)	2020	MES Kishora Kendra, Bengaluru	93%

## PROFILE SUMMARY

Analytical and results-oriented professional with a proven track record in driving consumer engagement and business growth. Led and executed on-ground activation strategies that successfully boosted walk-in sales by 25% and managed brand social media to enhance brand visibility by 50%. Highly skilled in generating data-driven insights using MS Excel for continuous performance evaluation and cross-functional reporting. Leverages recognized strengths in communication and project leadership, preparing to transition these capabilities to formulating and implementing high-impact brand strategies within a dynamic consumer environment.

## INTERNSHIPS

- Research Analysis Intern, Stepup Learning Solutions, Bengaluru** June - August 2024
  - Collaborated with creative units to develop and refine engaging learning materials on financial topics for the official brand website.
  - Contributed to content marketing initiatives by managing social media channels and creating engaging educational content targeting undergrads
  - Conducted in-depth market research and analysis to curate a database of 1000+ AIML Experts, identifying potential partnership and collaboration opportunities for business development.
  - Generated insights from data analysis to identify and recommend potential collaboration opportunities with external partners to support strategic market expansion.
  - Professional Recognition*
  - Received recognition for process improvement in data curation, demonstrating commitment to efficiency and refinement of operational methods.
- Community Management Associate, Kadence, Bengaluru** May – November 2025
  - Spearheaded on-ground marketing initiatives (open mics and workshops) and field activations that drove a 25% increase in walk-in sales across multiple city stores.
  - Established external brand collaboration initiatives by reaching out to and securing barter partnerships with Instagram influencers (100K+ follower base), independently managing the relationship end-to-end.
  - Coordinated event logistics and vendor relations for gatherings of up to 100 people, ensuring seamless operational execution for community events.
  - Managed and expanded the social media handle of the brand with over 50k+ followers, creating content that boosted event attendance and enhanced brand visibility by 50% positive rate.
  - Continuously evaluated brand performance by developing data-driven reports using MS Excel and PowerPoint, providing insights to stakeholders on event success.
  - Professional Recognition*
  - Recognition received by the director of the company for demonstrating strong leadership and communication skills and producing timely reports consistently.

## ACADEMIC PROJECTS

- Project 1: College flagship fest registrations; Registrations Team Head; Handled on-spot sign-ups ensuring accurate financial records and participant data across multiple events.
- Project 2: Marketing and public relations for Commerce Club; Core Team Member; Curated detailed potential collaboration invites for various colleges for the club's events and maintained reports of a high-impact marketing campaign resulting in effective stakeholder management.

## ACADEMIC ACHIEVEMENTS AND AWARDS

- Awarded the "Achiever of the Year 2021" by Life Insurance Corporations LTD, Rajajinagar for scoring full marks in Sanskrit in SSLC.

## POSITIONS OF RESPONSIBILITY

- **Marketing and Public Relations Core Team member, Commerce Association**
  - Drove **event-based marketing campaigns** for major departmental events, resulting in **high crowd engagement** and successful event attendance.
  - Certification of recognition received by the principal.
- **Marketing and Public Relations Core Team member, Journalism Association**
  - **Campaigned** for leading events of the Journalism Department and drove the crowd engagement.
  - Certification of recognition received by the principal.
- **Student Council Head for Registrations Team**
  - Oversaw on-site registration logistics for large college events, ensuring **precise financial and participant data management** and smooth operational flow.
  - Certification of recognition received by the principal.
- **Vocalist for Kannada Sangha**

## EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- Won "fresh voice" award by Kannada Sangha.
- Cultural Secretary of the college in 12<sup>th</sup> grade and Captain of the school in 10<sup>th</sup> grade.

## SKILLS

- **Analytical & Data Proficiency:** MS Excel (Advanced), Structured Data Presentation, Analytical Thinking, Data Management, SQL
- **Marketing & Brand Execution:** On-Ground Activations, Digital Marketing, Social Media Strategy, Influencer Partnerships, Performance Evaluation.
- **Core Competencies:** Excellent Communication (Written & Verbal), Project Management & Prioritization, Teamwork & Collaboration, Negotiation.
- **Foundational Knowledge:** Accounting Principles, Financial Literacy.

## LANGUAGES

- **Kannada:** Native
- **English:** Fluent
- **Hindi:** Fluent
- **Telugu:** Intermediary

## OTHER INFORMATION

- Secured 80% in Carnatic Music Vocals junior level exam by KSEEB.
- Presently learning senior level Carnatic Music Vocals.