

# BHARAT TIWARI

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Bhalki, Karnataka - 585328

## PROFESSIONAL SUMMARY

MBA candidate specializing in Marketing and Human Resource Management, with hands-on experience in Business Development, Digital Marketing, and Retention Marketing. Skilled at designing strategies to enhance customer engagement, optimize marketing performance, and drive measurable growth. Strong communicator with analytical thinking and creativity in addressing business challenges, aspiring to contribute to MakeMyTrip's vision of building impactful partnerships and driving sustainable growth.

## WORK EXPERIENCE

### RETENTION MARKETING INTERN

Foundit | September 2025

- Executed user retention campaigns using CleverTap to enhance engagement and user lifecycle value.
- Analyzed campaign metrics (open rate, CTR, conversion) to identify trends and recommend optimization strategies.
- Supported the marketing team in refining communication workflows and campaign targeting based on data insights

### DIGITAL MARKETING INTERN

Taarruni Design Solutions | April 2025 - July 2025

- Created and managed social media content (Instagram, LinkedIn, Facebook) to boost online engagement.
- Supported SEO activities including keyword research, on-page optimization, and performance analysis.
- Designed marketing creatives using Canva to support brand promotion and visibility.

### BUSINESS DEVELOPMENT ASSOCIATE

Embrizon Technologies Pvt. Ltd | January 2024- April 2024

- Generated and qualified B2C leads through proactive outreach and digital marketing initiatives.
- Conducted presentations and product demos to communicate value propositions and close customer conversions.
- Collaborated with the sales team to refine lead-generation strategies, improving conversion effectiveness.

## EDUCATION

- MBA** – Marketing & HR, Mount Carmel College, Bengaluru (2024 – Present) | 74.61%
- B.Tech** – ECE (Embedded Systems), VIT-AP University (2020 – 2024) | 8.72 CGPA
- PUC** – Science, Gurukul PU College, Bhalki (2018 – 2020) | 88.67%
- SSLC** - Sri Satya Sai Public School, Bhalki (2017 – 2018) | 85.14%

## TRAINING & PROJECTS

### FULL STACK JAVA PROGRAM (SYMBIOSIS, PUNE)

May 2024 – July 2024

- Completed a professional certification in Full Stack Java in collaboration with Capgemini, gaining exposure to front-end and back-end development using Java frameworks.

### Smart Mirror using Raspberry Pi and Python

January 2023 - May 2023

- Developed an intelligent mirror integrating weather, time, and personalization features. Ranked among the top 70 teams out of 505 for innovation and functionality.

### Fully Automated Hydroponic garden Using Arduino

Aug 2022 - Dec 2022

- Built a modular, low-cost hydroponic system with Arduino-controlled nutrient delivery. Integrated pH and conductivity sensors for real-time monitoring and automation.

## LEADERSHIP & INITIATIVES

- Marketing Lead, **IETE**
- President, Hindi Association – **VIT-AP**
- Team Admin, Peer Mentoring – **VIT-AP**
- Content Manager, Null Chapter – **VIT-AP**
- Captain, University Volleyball Team | **District-level Player**

## CORE COMPETENCIES

- |                                     |                                 |           |
|-------------------------------------|---------------------------------|-----------|
| Negotiation & Relationship Building | Communication & Presentation    | Power BI  |
| Market Research                     | Analytical & Creative Thinking  | CleverTap |
| Data Reporting                      | MS Excel, MS Office, PowerPoint | Canva     |

## LANGUAGES

English Hindi Rajasthani Kannada Telugu Marathi