



DIKSHA JAIN NP

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 Bengaluru , karnataka

EDUCATION

**Mount carmel college
autonomous**

Bachelors of commerce
(2022-2025)

CGPA - 6.65

Bachelor of commerce (HONS)
currently pursuing

CMA (USA)

currently pursuing

SKILLS

- Communication Skills
- Team work
- Coordination
- Time management
- Adaptability

Technical skills

- MS Excel
- Word

LANGUAGE

- English
- Kannada
- Hindi

HOBBIES

- Cooking
- Dancing
- Singing

PROFILE

Motivated and detail-oriented B.Com (Hons.) student at Mount Carmel College, currently pursuing CMA (USA). Strong analytical and communication skills with hands-on experience in marketing projects and accounting internship. Adept at financial analysis, market research, and teamwork, seeking opportunities to apply academic knowledge in a professional finance or accounting environment.

PROJECTS

Marketing management project

Tailored Tokens — Customized Gifting Brand (Marketing Management Project)

- Conceptualized and developed a personalized gifting brand with a team of 5.
- Conducted market research identifying consumer demand for customizable gifts.
- Designed marketing campaigns across social media platforms, increasing engagement by 30%.
- Strengthened skills in branding, teamwork, and strategic marketing execution.

Ethics

Unethical Marketing - Kellogg's

- Collaborated on a group project analyzing unethical marketing practices by Kellogg's
- Researched on misleading health claims in Kellogg's
- Highlighted ethical concerns around deceptive advertising in the food industry
- Proposed solutions for responsible and transparent marketing strategies

EXTRA CURRICULAR

- Secured 1st Runner-Up position in Business Quiz
- Secured 2nd place in an AI based Inter college fest
- Volunteered as part of the hospitality team for Cul-Ah, the annual intercollegiate cultural festival at Mount Carmel College
- Served as a core team member for the Resources and Registrations teams during second and third year at Mount Carmel college
- participated in various inter college fests.

INTERNSHIP

MNAM & Co., Chartered Accountants — Intern

 2024

- Assisted in forensic accounting and transaction testing to identify irregularities and ensure compliance.
- Supported auditors in verifying financial documentation, improving audit accuracy by 15%.
- Developed understanding of accounting standards and internal control mechanisms.