



DIVYA ANAND KAMAT

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SUMMARY

Aspiring Business Process Services student with practical experience in digital marketing and a strong foundation in core commerce subjects such as marketing, finance, and business operations. Demonstrated leadership through organizing and participating in various college events. Known for creativity, adaptability, and a proactive approach to problem-solving. Eager to contribute to dynamic teams and grow within a forward-thinking organization.

EXPERIENCE

Notetracks - Digital Promotion and Outreach Intern

May - August 2025

- Assisted in lead generation and outreach strategies for Notetracks, contributing to increased brand visibility and customer engagement.
- Authored and published eight SEO-optimized articles for the company's website, enhancing online presence and supporting content marketing goals.

The Big Little - Social Media Intern

January - March 2025

- Collaborated on content planning and creative ideation for a prominent social media account, enhancing brand engagement and audience growth.
- Contributed to website development and digital PR kit creation, supporting cohesive brand storytelling and online presence.

Pledge A Smile - Fundraising Volunteer

August 2024

- Supported fundraising initiatives by assisting in campaign planning and donor outreach, contributing to increased community engagement.
- Designed digital posters and wrote impactful articles for the NGO's website to promote causes and attract support.

EDUCATION

Mount Carmel College, Autonomous

Bachelor of Commerce - Specialization in Business Process Services - 7.8 CGPA

MES Kishora Kendra - Pre University College

Commerce - Statistics, Accounts, Business Studies, Computer Science, - 93.66%

EXTRA-CURRICULARS

- Participated at multiple intercollegiate cultural fests, showcasing creativity and teamwork.
- Volunteered for various college fest committees, supporting event execution.
- Member of the Artist Management Team, coordinating performers and logistics.
- Passionate Kannada poet, regularly writing and sharing original work.
- Volunteered for various college events

LEADERSHIP

- Directed planning and logistics for a 2-day inter-college cultural fest
- Lead guitarist and band leader, with live performance experiences

SKILLS

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|---|------------------------|
| • Business Analysis Fundamentals (Coursera) | • Content Writing |
| • Power BI Basics (LinkedIn Learning) | • Communication Skills |
| • Digital Marketing (LinkedIn Learning) | • Team Leadership |
| • Event Planning | • Adaptability |

ACHIEVEMENTS

- Trinity College London (Rock & Pop, Grade 2) - Guitarist
- Winner at multiple intercollegiate cultural fests, showcasing creativity, leadership, and competitive excellence