MIMANSA BALUNI

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Final-year BA Economics student with experience improving processes, reducing manual work, and spotting bottlenecks through internships and academic projects. Comfortable working with R, Excel, and Power BI, with a growing interest in Operations.

Internship

Unlock Discounts, Bengaluru

Summer Intern – Digital Marketing & Digital Analytics   *May 2025 – July 2025*

- Supervised digital marketing workflows, including campaigns, content creation, analytics, and lead generation, which strengthened day-to-day operational consistency.
- Secured the company's first social media client by presenting a structured content approach that aligned with their brand requirements.
- Managed end-to-end content creation (posts, posters, YouTube Shorts) and simplified reporting through dashboards, improving clarity and reducing manual effort by around 30 per cent.
- Supported team onboarding and training for the Data Analytics and Digital Marketing teams, helping new members adapt quickly.
- Awarded Trainee of the Month (May & June) for consistent performance and initiative.

Academic Projects

- Project 1: **ANOVA Study: Income Levels and Birth Rates (R):** Assessed birth rate differences across income-level countries using ANOVA. My role was to fetch data and perform the tests with interpretation. The tests showed that lower-income countries have higher birth rates, while the high-income countries have lower birth rates
- Project 2: **Relationship Between Olympic Medals and GDP (Econometrics):** Used regression analysis to explore how GDP influences Olympic medal counts as a performance indicator. Countries with high GDP had higher medal counts than those with low GDP, except for countries like India and Jamaica.

Education

Mount Carmel College, Bangalore	**2022 - Present**
B.A. Economics Honours | *83.6%*	
Ann Mary School, Dehradun.	**2021**
Intermediate (ISC) | *94.6%*	
Ann Mary School, Dehradun.	**2019**
Matriculation (ISCE) | *93.17%*	

Skills

- **Technical:** Advanced Excel, Power BI, R Studio, Canva, Statistical Analysis, Regression, Data Interpretation
- **Soft Skills:** Communication, Teamwork, Coordination, Problem Solving, Time Management

Certifications and Achievements

- Certified Yoga Instructor (RYT200)
- Poetry awardee – Dr APJ Abdul Kalam National Competition
- Advanced Excel Course- Mount Carmel College
- Power BI and R Studio – Mount Carmel College