

# DIVYA K KARAK

Bcom Graduate

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📍 Bengaluru

## OVERVIEW

Detail oriented and highly motivated student with a strong academic record and proven technical proficiency (Excel, Outlook, Power point). Motivated towards ensuring accuracy and integrity in documentation, settlements, and logistics. A proactive self-starter and collaborative team player ready to master commodity operations and manage stakeholder expectations.

## EDUCATION

### Bachelor of Commerce

Mount Carmel College | 2023-2026

91%

### Higher Secondary School

Darbhanga Public School | 2020-2022

83%

### Secondary School

Holy Cross School | 2019-2020

82%

## INTERNSHIP

### Ambey Food Products | November 2023

- Market Analysis & Positioning: Conducted competitive market analysis in the snacks and namkeen sector, identifying gaps for refined market positioning that contributed to 12% extra engagement in promotional activities.
- Data-Driven Insights: Collaborated with cross-functional teams to present actionable, data-driven insights using MS Excel and MS Word, enhancing managerial decision-making.
- Operational Execution: Supervised vendor relations, ensuring seamless and efficient operational processes required for time-bound marketing campaign execution.

### Satnam Bricks Industry | April 2024

- Utilized a deep understanding of Commodities and Derivative transactions (e.g., expiration, strike, premium, etc.) to monitor and resolve issues.

## ACADEMIC PROJECTS

### Under Currents'25

- Led a team of 25 people as a Marketing SUB HEAD. Directed the marketing and promotional campaign for an inter-collegiate fest, conceptualizing and executing an integrated campaign across 20+ colleges. This effort resulted in 35% growth in external college participation.

### Emergia'25

- Directed marketing team for promotional activities and delivered good engagement by showcasing communication and decision making skills.

### The Carmel Beat'25

- Managed and co-ordinated a large team of 40 writers and designers to publish the monthly college newsletter, ensuring consistent brand voice and quality content, adhering to strict monthly deadlines.

## POSITION OF RESPONSIBILITY

### Mount Carmel College, 2023-26

- STUDENT CO-ORDINATOR for Bachelor Of Commerce
- MARKETING and PR SUB HEAD for Commerce Association
- MARKETING core team member for Hindi Association
- SUB EDITOR for The Carmel Beat (Official newsletter of college)
- Core team member for Public Speaking Association (Debate, JAM, Poetry, Elocution)