

# YASHASWINI

Bangalore, Karnataka | 7975411705

yashaswini0503@gmail.com | www.linkedin.com/in/yashaswini-a-947814285

---

## ABOUT:

I'm an MBA 2nd-year student with a curiosity to explore different fields and learn from diverse experiences. While I enjoy discovering new areas of work, my true passion lies in marketing. I love the creativity, strategy, and impact it brings. I'm driven to grow in this field and build a career where I can keep learning, experimenting, and creating value.

---

## EDUCATION:

- |   |             |
|---|-------------|
| • Mount Carmel College, Bangalore                         | 2024 - 2026 |
| MBA - Finance & Marketing   2nd Year (Currently pursuing) |             |
| • Garden City University, Bangalore                       | 2021 - 2024 |
| BBA   Aggregate: 88.34%                                   |             |
| • Jain College, Bangalore                                 | 2019 - 2021 |
| Commerce   95.6%  |             |

---

## WORK EXPERIENCE & INTERNSHIP:

### SUDEEP N & CO (CHARTERED ACCOUNTANT)

SEP 2025

#### POSITION : INTERN

- Assisted in filing Income Tax Returns (ITR) for individuals and businesses.
- Prepared and filed GST returns and performed purchase-sale reconciliations.
- Managed accounting entries, ledgers, and trial balances using Tally ERP.
- Conducted vouching and verification of invoices and supporting documents for auditing.

### K4 TOURS AND TRAVEL

JAN 2025 – JUNE 2025

#### POSITION : HR EXECUTIVE

- Supported recruitment by sourcing, screening, and shortlisting candidates
- Assisted with onboarding and employee induction processes
- Managed employee records, attendance, and leave tracking
- Organized internal communications and employee engagement activities
- Helped draft HR policies and resolve minor workplace concerns

### UDHYAM LEARNING FOUNDATION

JAN 2024 – SEP 2024

#### POSITION : MARKETING INTERN

- Conducted competitor analysis using Google Analytics and YouTube analytics tools to track peer performance and generate insights for campaign strategy.
- Coordinated event logistics, crafted outreach emails, and managed attendee engagement for key programs like Prayaas and Citizens Campaign.
- Edited and produced multimedia content, including videos and reels, enhancing digital reach and audience engagement.
- Prepared weekly performance reports for the Istri Project, supporting data-driven decision-making and improving campaign outcomes.
- Led on-ground outreach to promote sustainability initiatives, directly engaging citizens and amplifying community impact.
- Conducted market research on peer organizations' social media performance (Twitter, YouTube) and event strategies, providing insights to strengthen campaigns.

---

## **SKILLS**

- Canva - edits
- Excel & Power BI
- Content creation
- Social Media Management
- Recruitment & Onboarding
- Tax & Auditing
- Event Co-ordination & Campaigns
- Market Research

---

## **CERTIFICATES AND EXTRACURRICULARS**

- NCC 'B' & 'C' Certificate
  - Volunteered in conducting treasure hunt game in national level management fest.
  - Assisted in a 3-day food cart event, managing sales, customer engagement & promotions.
  - Participated for Triathlon Run
  - Digital Marketing Certificate - Swayam
  - Event Coordinator - Teachers Day Celebration
  - Covid Warrior Certificate - ASHU SHAH FOUNDATION
  - Conducted Webinar on Mental Health
  - Volunteered & conducted social activities
-