

Kripa Keshri

Marketing/Growth



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Bengaluru

PROFILE

Hey! I'm Kripa, a final Year student at MCC, Bengaluru and a highly motivated and results-driven person with hands-on experience in Market Research, Growth, GTM Strategy and Branding. Skilled in leveraging social media platforms, SEO, and email campaigns to drive brand awareness and engagement. Strong analytical mindset with a passion for learning and contributing to the growth of innovative brands. Eager to apply knowledge of marketing tools and tactics in a fast-paced, dynamic environment.

SKILLS

Campaign planning	Digital advertising	GenAI tools
Canva	Product marketing	GPT/Claude/Gemini/Veo/Ideogram
Design Tools Canva / Whimsical / Figma	Workflow Management Tools ClickUp / Trello	Google Tools Sheets / Docs / Analytics / Tag Manager / Ads
Market research analysis	Digital advertising	MS Tools Excel / Word / Ppt / Clarity

PROFESSIONAL EXPERIENCE

Agency M - Eyal Veda Natural Skincare <i>Marketing Intern</i>	01/2025 – 04/2025
• Executed digital marketing campaigns to promote skincare products. • Monitored and reported on competitor marketing activities and strategies. • Created proposals for service and product strategies based on marketing data. • Analyzed market trends to identify potential opportunities. • Investigated consumer opinions with marketing teams, pollsters and statisticians.	Bengaluru, India
Youth India Foundation <i>Business Analytics & Public Relations Intern</i>	09/2024 – 12/2024
• Conducted consumer behavior research to guide product positioning. • Managed social media content creation and influencer outreach. • Tracked campaign KPIs to assess engagement and ROI. • Conducted marketing data analysis to support campaign strategy development. • Drafted press releases and content for public outreach initiatives.	Bengaluru, India

EDUCATION

Mount Carmel College <i>Bachelor of Business Administration (BBA): Branding & Advertising</i>	2026
Paljor Namgyal Girls' School <i>Higher Secondary Certificate (HSC)</i>	2023
Holy Cross School <i>Secondary School Certificate (SSC)</i>	2021
St Thomas School <i>Primary School Certificate (PSC)</i>	2015

CERTIFICATES

Digital Marketing, NICT Computer Education The program covers key areas such as SEO, social media marketing, email marketing, and content creation, providing hands-on experience in driving brand awareness and increasing online engagement.	Financial Literacy, Certified by UNICEF The program aims to empower individuals with the knowledge and skills to make informed financial decisions, promote financial inclusion, and improve financial well-being for all.
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