

YASHASWINI

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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:

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

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
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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
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