

Bhoomika N

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 Bengaluru

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Summary

Aspiring Brand Manager with strong experience in consumer research, market analysis, brand communication, and cross-functional collaboration. Skilled in deriving insights from data, building marketing workflows, and supporting brand growth initiatives. Experienced in AI-driven marketing automation, content strategy, and identifying consumer trends to enable impactful brand decisions.

Education

Mount Carmel College Autonomous

2026

Bachelor of Computer Applications

CGPA: 7.5/10

Presidency PU College Hebbal

2022

Pre-University (PU) · Karnataka State Board · PCME

Percentage - 74.1%

Air Force School Hebbal

2020

Class X - CBSE

Percentage - 84.3%

Internship Experience

Sales & Marketing Intern | Coral Radiance Pvt. Ltd. | Jul 2025 - Present

- Conducted in-depth research on industry processes and customer pain points to identify opportunities for improved brand positioning and communication.
- Performed comparative analysis of competitor tools and offerings, highlighting differentiators and strategic positioning angles for the brand.
- Engaged with industry experts to understand real-world challenges, integrating insights into marketing strategy and content direction.
- Worked on Agentic AI-powered marketing workflows to automate research, generate insights, and enhance campaign effectiveness.
- Assisted in content creation, digital outreach, and lead-generation activities to improve brand visibility and audience engagement.

Market Research Intern | Anabio Technologies | May 2025 - Jun 2025

- Conducted research and customer data analysis to identify key market trends, informing product strategy and operational planning.
- Built Excel and Power BI dashboards to track performance metrics, reducing churn by ~5% through improved reporting and follow-up.
- Coordinated cross-functional communication and maintained data accuracy for streamlined execution of research activities.

Business Development | Address Advisors | May 2024 - Jul 2024

- Identified and qualified potential clients through structured outreach, contributing to improved lead conversion and pipeline efficiency.
- Maintained and organized client data records to ensure accuracy and alignment with operational reporting needs.
- Collaborated with the sales team to streamline lead tracking workflows, enhancing coordination and client satisfaction.

Certifications

Introduction to MS Excel

simplilearn | Certificate Link [↗](#)

Data Analysis Virtual Internship

Deloitte | Certificate Link [↗](#)

Technical Skills

Programming: Python, SQL, Java, C

Analytics Tools: Excel, Power BI, Tableau Concepts: Data Analysis, Machine Learning, Image Processing

Awards

Reliance Foundation Youth Sports Athletics, Bengaluru, 2019

Secured 3rd place in 400m Relay (Junior Girls Category)