

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

Canva

Design Tools

Canva / Whimsical / Figma

Market research analysis

Digital advertising

Product marketing

Workflow Management Tools

ClickUp / Trello

Digital advertising

GenAI tools

GPT/Claude/Gemini/Veo/Ideogram

Google Tools

Sheets / Docs / Analytics / Tag Manager / Ads

MS Tools

Excel / Word / Ppt / Clarity

PROFESSIONAL EXPERIENCE

Agency M - Eyal Veda Natural Skincare

Marketing Intern

- 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.

01/2025 –

04/2025

Bengaluru, India

Youth India Foundation

Business Analytics & Public Relations Intern

- 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.

09/2024 –

12/2024

Bengaluru, India

EDUCATION

Mount Carmel College

Bachelor of Business Administration (BBA): Branding & Advertising

2026

Bengaluru, India

Paljor Namgyal Girls' School

Higher Secondary Certificate (HSC)

2023

Gangtok, India

Holy Cross School

Secondary School Certificate (SSC)

2021

Gangtok, India

St Thomas School

Primary School Certificate (PSC)

2015

Gangtok, India

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.