

# TARANNUM KHANUM

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## EDUCATION

### Mount Carmel College – Bachelor of Commerce (BCom)

(Ongoing) 2023 – 2026

Relevant Coursework: Tax, Audit & Assurance, Corporate Law, Business Ethics

CGPA: 7.7

Class XII (2023) – 90%

Class X (2021) – 87%

## INTERNSHIPS

### Unified Mentor – Financial Analyst (Remote)

Mar 2025 – Apr 2025

Role & Responsibilities:

- Conducted financial analysis and prepared structured reports to support strategic investment decisions.
- Performed market research and benchmarking to identify trends and business opportunities.
- Assisted in preparing budgets, forecasts, and financial models, contributing to decision support.
- Ensured accuracy while handling confidential financial and operational data.

### AIESEC – Business Development, Bangalore

Aug 2024 – Jan 2025

Role & Responsibilities:

- Identified and qualified 30+ business opportunities, driving a 20% increase in outreach effectiveness.
- Conducted structured market research on 50+ organizations, supporting strategic partnerships.
- Coordinated 5+ client meetings/events with 100+ stakeholders, building stronger partner relationships.
- Contributed to promotional strategies that boosted campaign engagement by 25% across digital channels.

## ACADEMIC PROJECTS

### 1. Mamaearth Trust Crisis – Case Study

Analyzed brand trust challenges and developed strategic recommendations for rebuilding credibility.

### 2. TAC Cybersecurity IPO – Case Study

Independently conducted market research, risk analysis, and benchmarking to evaluate IPO positioning.

### 3. Eco-Friendly Products Research (Ongoing)

Studying sustainability trends and industry best practices to design business strategies for green growth.

## POSITIONS OF RESPONSIBILITY

### Marketing Team Member – Student Council, Mount Carmel College

Role & Responsibilities:

- Designed and executed 3+ data-driven marketing campaigns, increasing student participation by 40%.
- Led cross-functional collaboration on social media promotions, achieving a 25% boost in engagement.
- Gathered and analyzed event performance metrics to provide strategic feedback for continuous improvement.

## PROFESSIONAL RECOGNITION & CERTIFICATIONS

- Operations Job Simulation – Goldman Sachs (Forage) – Exposure to data analysis, structured problem-solving, and operational risk mitigation.
- Tally ERP Certification – Mount Carmel College.
- Finance – The Power of Time – SIM, University of London.

## EXTRA-CURRICULAR ACTIVITIES

- Participant, Caseathon 2025 (Green Business Theme) – Applied structured problem-solving to sustainability-focused challenges.
- Participant, Verdancia 2025 (Finance & Sustainability Event) – Contributed to finance-related strategic recommendations.
- Volunteered in community engagement initiatives with AIESEC.

## SKILLS

- Technical:** Advanced Excel, Financial Modeling, PowerPoint, Tally, Canva, Google Sheets
- Soft Skills:** Communication, Teamwork, Problem Solving, Analytical Thinking, Time Management
- Languages:** English, Hindi, Kannada