

# MUSKAN

Bengaluru, Karnataka | 7004400867 | muskanbwb@gmail.com | Available to work on site & Part time

## PROFILE SUMMARY

Enthusiastic and detail-oriented BBA (Branding & Advertising) student at Mount Carmel College, Bengaluru, with hands-on experience in client communication, digital research, and social media management. Adept at using technology to solve problems, manage accounts, and support digital operations. Recognized for strong communication, empathy, and logical problem-solving skills gained through marketing internships and team leadership. Seeking a position with Consilio's Premier Support Services team to contribute to client satisfaction, operational efficiency, and digital excellence.

## EDUCATION

### Mount Carmel College, Bangalore

Bachelor of Business Administration (Branding & Advertising) | 2023 – 2026

### Carmel High School, Patna

Intermediate (ISC, Science Stream) | 2021 – 2023

### Carmel High School, Patna

Matriculation (ICSE) | 2020 – 2021

## PROFESSIONAL EXPERIENCE

### 1. Product Intern (Market Research)

*Metamorphosis | Sept 2025 - Oct 2025*

- Conducted research on India's EV market and analyzed scaling strategies for 2W brands.
- Synthesized data into concise reports, demonstrating logical thinking and attention to detail.
- Collaborated cross-functionally to align research insights with product goals.

### 2. Operations Lead – National Conference

*Mount Carmel College | Jul 2025*

- Managed end-to-end planning, logistics, and execution of a two-day National Conference.
- Handled guest communication, registration, payment processing, and accommodation.
- Coordinated cross-team operations to ensure a seamless experience for participants.

### 3. Marketing and advertising Intern

*Bihar State Khadi & Village Industries Board, Patna | Feb 2025 – Apr 2025*

- Created and scheduled content calendars for Instagram & Facebook.
- Tracked weekly analytics and generated structured performance reports.
- Assisted campaign planning and maintained brand consistency across posts.

### 4. Organizing & Marketing Committee Member

*Guthli Ad Fest / Apr 2024 – Oct 2024*

- Coordinated promotion and digital outreach for India's first student-run advertising festival, GUTHLI.
- Coordinated between logistics and marketing teams to ensure smooth event operations.

### 5. Outreach Team Member

*Bare Wicked Banter Podcast / Aug 2023 – Dec 2023*

- Handled audience engagement and feedback through digital channels.
- Conducted interviews and helped translate real-world insights into engaging content ideas.

## SKILLS

- Client Support & Communication: Written & verbal clarity, problem-solving
- Digital Literacy: MS Office, Google Workspace, Canva, Figma, Photoshop, Meta Ads
- Logical Thinking & Operations: Data handling, Excel (basics), MySQL (basics), reporting accuracy
- Soft Skills: Attention to detail, adaptability, teamwork, active listening

## CERTIFICATIONS & TRAINING

- UI/UX Design Basics at Alpha Academy in association with Mount Carmel college, Bengaluru
- Poster Design – Canva & Photoshop at Mount Carmel College, Bengaluru
- Technical Basics – C, Python, MySQL, at Megasoft Education, Patna
- MS Office & Internet Fundamentals(i.e excel,powerpoint,word) at Megasoft Educations, Patna

## LEADERSHIP & ACHIEVEMENTS

- Social Media Head – Mount Carmel Hindi Association | 2024–2025
- Team Captain – Bihar State Basketball Team | Bronze – SGFI Karate | 2022
- 3rd Prize – CISCE Zonals (Basketball) | 2022

## INTERESTS

Basketball | Video Editing | Exploring New Places | Photography