

# CHANCHAN KONSAM

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## PROFESSIONAL SUMMARY

Goal-oriented and detail-focused undergraduate with practical experience in marketing, social media management, and client communication. Skilled in identifying audience needs, strengthening brand presence, and supporting campaign execution. Eager to apply strong organizational and communication abilities to contribute to business development and learner engagement at GrowthSchool.

## EDUCATION

- Bachelor of Arts – History & Political Science  
Mount Carmel Autonomous College, Bengaluru — Expected 2026
- High School Diploma – Global Public School, Hailakandi — 2023
- High School Diploma – Don Bosco School, Silchar — 2021

## RELEVANT EXPERIENCE

### Social media intern – GOLDENPi (Bangalore) | feb 2025 - may 2025

- Ideated and developed campaign concepts to strengthen the company's online presence.
- Managed and created engaging content for Twitter and LinkedIn, maintaining brand consistency.
- Interacted with customers through social platforms to boost engagement and visibility.

### Head of Social Media & Marketing

HISTORIA (History Association, MCC), Bengaluru | Jul 2024 – Present

- Leading a team to manage event promotion and communication with students.
- Overseeing content creation and streamlining workflows for smoother execution.
- Guiding team members to meet deadlines and ensure effective collaboration.

### Core Team – Design

Socius (Sociology Association, MCC), Bengaluru | Jul 2025 – Present

- Creating digital posters and designs for event and activity promotion on social media.
- Maintaining a cohesive visual identity and collaborating to boost event turnout.
- Collaborating with team members to design content that boosts event participation.

### Volunteer – Event Coordinator

INSYNC (Western Dance Association, MCC), Bengaluru | Aug 2023 – Jun 2024

- Coordinated logistics and real-time problem-solving for large-scale events.
- Ensured smooth communication between participants, judges, and organizers.

### Freelance Product Promotion

Bengaluru | Jan 2024 – Present

- Promoted products for brands such as Zudio and Mojo Pizza through engaging digital content.
- Created promotional reels and posts that increased visibility and participation.
- Delivered campaigns within timelines while maintaining brand consistency.
- Represented Jack Daniel's at India Cocktail Week, driving customer engagement and on-ground brand marketing through interactive experiences.

## Skills

Business Development & Communication | Social Media Marketing | Prospect Engagement Campaign Ideation | Client Interaction | Team Collaboration | Time Management | MS Office | Canva | VN | Basic CRM Knowledge

## Language

English | Hindi | Manipuri | Bengali