

# Rumita Dey

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## CONTACT

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Bengaluru, Karnataka

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## SUMMARY

Creative professional with a solid understanding of digital marketing fundamentals. Experienced in managing social media platforms, assisting in content planning, and coordinating with teams for smooth content execution. Skilled in content ideation, audience research, and creating trend-based brand communication. Comfortable with client interaction and implementing feedback to enhance content quality, with a focus on supporting impactful brand initiatives.

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## EDUCATION

BBA – Branding & Advertising Specialization  
Mount Carmel College Autonomous, Bengaluru  
Expected Graduation: 2026 | CGPA: 8.15 (Till 4th Sem)

HSSLC (12th) – Commerce  
St. Anthony's Higher Secondary School, Shillong, Meghalaya | State Board | Year: 2023 | 86.6%

SSLC (10th)  
Mawprem Modern Higher Secondary School, Shillong, Meghalaya | State Board | Year: 2021 | 77.5%

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## EXPERIENCE

### Internship

- Marketing Intern – Coral Radiance(AuditZen) | [August - October 2025] – Present
- Designed and scheduled social media content, including logo posts and visual assets, supporting brand consistency and audience engagement.
  - Practiced using AuditZen software to create content, identify target audience segments, and generate actionable audience insights for content planning.
  - Collaborated with the team to brainstorm content concepts, streamline content planning, and assist in campaign preparation.
  - Implemented content calendars and ensured timely posting across social media platforms.

### Academic Achievements

- Managed creative aspects of events, coordinating tasks and ensuring timely execution.
  - Developed brand strategies for classroom projects, including identity, messaging, and campaign concepts, incorporating audience preferences and trend research.
  - Assisted in creating social media content and mock campaigns, including Google Ads and YouTube ads, analyzing engagement for learning purposes.
  - Produced a short ad film, managing scripting, shooting, and coordination while maintaining brand alignment.
  - Collaborated on association activities, contributing to content planning, brainstorming, and marketing initiatives.
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## SKILLS

### Technical Skills:

- Digital Marketing Fundamentals
- Brand Strategy & Campaign Planning
- Content Ideation & Development
- Canva – Social Media & Content Design
- Microsoft Excel (Basic)
- Competitor & Industry Insights
- Audience Research & Audience Insights
- Social Media Management

**Soft Skills:** Communication Skills, Teamwork & Collaboration, Creative Thinking, Research & Trend Awareness, Problem Solving & Adaptability, Time Management & Multitasking, Attention to Detail, Proactive & Feedback-Oriented

## CERTIFICATIONS

Digital Marketing, Acmegrade, 2024

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## EXTRACURRICULAR ACTIVITIES

### **CEE Association – Team Leader, Event Management**

Planned and coordinated college events, developed teamwork, leadership, and organizational skills.

### **Women's Cell – Ideation Team Member**

Contributed creative ideas for content.

### **Rotaract Club – Marketing Team Member**

Supported event promotions and student engagement through basic marketing activities.