

# Kripa Keshri Marketing/Growth

 keshri.kripadng@gmail.com

 7501049858

 Bengaluru

 LinkedIn

## EDUCATION

### Bachelor of Business Administration (BBA): Branding & Advertising, Mount Carmel College

2026

Bengaluru, India

## PROFESSIONAL EXPERIENCE

### Social Media Intern, Creatix

06/2025 – 08/2025

- Managed end-to-end content production workflow, including ideation, editing, and scheduling for high-visibility reels and social media content, ensuring process consistency across platforms.
- Contributed to strategic planning by analyzing trending topics to generate original concepts, directly supporting brand visibility and operationalizing creative goals.
- Maintained a consistent operational schedule for social media pages, using scheduling tools to ensure reliable delivery and optimize audience engagement.

### Marketing Intern, Agency M - Eyal Veda Natural Skincare

01/2025 – 04/2025

- Bengaluru, India
- Analyzed over 10+ competitor marketing strategies and activities to identify operational gaps and inform process optimization within the firm.
  - Developed and presented data-driven proposals for service/product strategies, leveraging market trend analysis to highlight potential opportunities and mitigate business risks.
  - Executed and managed end-to-end digital operations (campaigns), ensuring timely delivery and effective resource allocation.

### Business Analytics & Public Relations Intern, Youth India Foundation

09/2024 – 12/2024

- Bengaluru, India
- Led data analysis projects focused on consumer behavior and market trends, providing actionable insights that guided product positioning and supported strategic initiatives.
  - Managed and tracked critical project KPIs (Key Performance Indicators) to quantitatively assess campaign engagement and ROI, informing budget allocation and future strategy development.
  - Collaborated cross-functionally to manage social media content and influencer outreach, demonstrating strong project management and interpersonal skills in a fast-paced environment.

## SKILLS

### Data & Analytical Tools

Microsoft Excel (Advanced) | SQL (PostgreSQL / MySQL) | Looker Studio | PowerPoint | Google Sheets | Clarity

### Workflow & Digital Tools

Trello | ClickUp | Google Analytics | Tag Manager | GenAI Tools (GPT, Claude) | Meta and Google Ads | SemRush (SEO) | Google Docs

### MS Tools

Excel / Word / Ppt / Clarity

### Process Improvement & Operations

Process Analysis / Problem-Solving / Workflow Optimization / Project Management / Risk Evaluation

### GenAI tools

GPT/Claude/Gemini/Veo/Ideogram

### Collaboration & Leadership

Cross-functional Teamwork / Communication / Interpersonal Skills / Leadership & Mentoring

### Design Tools

Canva / Whimsical / Figma / Framer / Webflow

## 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.