

POORNIMA D

Bangalore, India

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## CAREER OBJECTIVE

Motivated and detail-oriented Bachelor of Commerce student with strong analytical skills, creativity, and cross-functional teamwork abilities. Passionate about brand building, consumer insights, marketing campaigns, and category management. Seeking an opportunity at Paper Boat to contribute to brand growth through research, planning, and collaboration with sales, supply chain, and creative teams.

## EDUCATION

Bachelor of Commerce

Mount Carmel College (Autonomous), Bangalore

CGPA: 7.5 | Graduation: May 2026

Certifications: MS Office (Excel & Word)

## SKILLS

Brand & Marketing Skills

- Understanding of brand positioning & consumer behaviour
- Ability to support digital marketing, on-ground activations & campaign execution
- Strong storytelling & creative thinking for brand communication

Analytical & Research Skills

- Market trend analysis
- Competitor study
- Consumer insights generation
- Proficient in MS Excel

Cross-Functional Collaboration

- Coordinated with sales and operations teams
- Managed multiple tasks & met deadlines

- Strong team communication skills

## EXPERIENCE

Customer Support & Operations Assistant (Part-Time)

Family Business – Provision Store & Milk Agency, Bangalore

- Handled customer interaction, billing, and daily operations
- Managed inventory and assisted in stock planning
- Maintained basic accounts and ensured timely replenishment
- Supported vendor coordination and improved store layout for better consumer experience

## PROJECTS & RESPONSIBILITIES

- College Event Management: Assisted in registration and organizing committees
- Class Representative: Managed class communication and helped resolve student issues

## STRENGTHS

Creative Thinking • Quick Learning • Strong Communication • Adaptability • Team Collaboration • Problem Solving

## LANGUAGES

Kannada | English | Hindi | Tamil | Telugu