

# RIDA ALMIRA LABBI

## ASSISTANT BRAND MANAGER

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### PROFESSIONAL SUMMARY

I'm a final-year B.Com student from Mount Carmel College, specializing in International Accounting and Finance. College has taught me the importance of accuracy and getting every detail right.

In my internships, I handled complex workflows and made sure every task—whether an Excel record or a final client video—was error-free. I'm good at teamwork, communication, and multitasking, and I enjoy using Advanced Excel and AI tools to improve processes.

### WORK EXPERIENCE

#### 1. Marketing & Social media Intern – Pawzzitive Welfare Foundation (4 weeks internship)

- Networked with individuals to promote campaigns and raise awareness.
- Coordinated volunteer activities, tracked outreach results, and maintained reports.
- Enhanced operational efficiency by organizing campaign data and communication flows.
- Built teamwork, communication, and initiative-taking skills through social projects.

#### 2. Digital Operations Intern – EFT (Coach Manchal Kalra) (Oct 2024 – Jan 2025)

- Managed client data, digital reports, and CRM tools for daily operations.
- Supported communication, marketing analytics, and project coordination tasks.
- Gained exposure to business process handling and teamwork in a fast-paced setup.

#### 3. Entrepreneurial Development Project (May 2024)

- Initiated and managed a small-scale business project from concept to sales.
- Handled planning, finance tracking, and customer operations independently.

#### 4. Marketing Head – Commerce Association, Mount Carmel College (2024 – 2026)

- Led event coordination, promotions, and cross-team communication.
- Developed leadership, organizational, and stakeholder management skills.

### EDUCATION

#### Mount Carmel College Autonomous, Bengaluru

2023–2026

Bachelor of Commerce – International Accounting and Finance

- CGPA: 7.2 (Till date)
- Coursework - covers Marketing, HR, Finance, Accounts, Production, Sales.

### ADDITIONAL INFORMATION

#### Certification: Tally Prime, Emotional Intelligence, Tagmango, Zoho Invoice (Basics).

- Proficient in MS Excel (data organization, reporting, formulas) and MS Office tools used for daily operations.
- Experienced in data handling, documentation, and process coordination through internships and college projects.
- Strong time management, accuracy, and multitasking skills developed through academic and internship responsibilities.
- Active involvement in team-based initiatives, enhancing collaboration and workflow efficiency.
- Language: English (fluent), Hindi (fluent), Urdu (fluent), French (Intermediate), Kannada (Basics).