

# DIVYA K KARAK

Bcom Graduate

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📍 Bengaluru

## OVERVIEW

Analytical & Strategic BCOM Graduate with a strong foundation in market research, brand building, and data analysis. Highly motivated to support brand strategy execution and cross-functional efforts. Demonstrated project ownership and commitment to generating actionable insights for commercial growth in the FMCG sector.

## EDUCATION

### Bachelor of Commerce

Mount Carmel College | 2023-2026

91%

### Higher Secondary School

Darbhanga Public School | 2020-2022

83%

### Secondary School

Holy Cross School | 2019-2020

82%

## INTERNSHIP

### Ambey Food Products | November 2023

- Collaborated with cross functional teams and presented data driven insights through MS Excel ,MS Word and enhanced decision making with strong communication skills.
- Conducted market analysis focusing on competitive trends in snacks and namkeen, successfully identifying areas for refined market positioning and delivered 12% extra engagement.
- Supervised vendor relations to ensure smooth and efficient operational processes for campaign execution.

### Satnam Bricks Industry | April 2024

- Demonstrated excellent communication skills (both written and verbal) for effective coordination with internal and external stakeholders.
- Managed multiple, simultaneous projects and effectively prioritized tasks to meet deadlines and company objectives.

## ACADEMIC PROJECTS

### Under Currents'25

- Led a team of 25 people as a SUB HEAD Directed the marketing and promotional campaign for an inter-collegiate fest, conceptualizing and executing an integrated campaign across 20+ colleges.This effort resulted in 35% growth in external college participation.

### Emergia'25

- Directed marketing team for promotional activities and delivered good engagement by showcasing communication and decision making skills.

### The Carmel Beat'25

- Managed and co-ordinated a large team of 40 writers and designers to publish the monthly college newsletter, ensuring consistent brand voice and quality content, adhering to strict monthly deadlines.

## POSITION OF RESPONSIBILITY

### Mount Carmel College, 2023-26

- STUDENT CO-ORDINATOR for Bachelor Of Commerce
- MARKETING and PR SUB HEAD for Commerce Association
- MARKETING core team member for Hindi Association
- SUB EDITOR for The Carmel Beat (Official newsletter of college)
- Core team member for Public Speaking Association (Debate, JAM, Poetry, Elocution)