



# DIVYA ANAND KAMAT

+91 7406551097    [divyakamat619@gmail.com](mailto:divyakamat619@gmail.com)    [Bangalore, Karnataka](#)

## SUMMARY

Business Process Services student with demonstrated success in digital marketing, content strategy, and market research, evidenced by hands-on project experience. Strong analytical mindset with proven ability to derive insights from data to support brand visibility and consumer engagement initiatives. Demonstrated leadership through event management and cross-functional collaboration. Skilled in communication, creative problem-solving, and strategic thinking-eager to contribute to brand and category management initiatives in a fast-paced consumer-focused environment.

## EXPERIENCES

- Digital Promotion & Outreach Intern - Notetracks**May - August 2025
  - Conducted market and competitor research to identify customer trends and niche audience segments, supporting brand positioning strategies.
  - Assisted in lead generation initiatives and contributed to outreach planning, improving product visibility and customer acquisition.
  - Authored and published eight SEO-optimized articles, enhancing search ranking performance and strengthening digital brand presence.
  - Collaborated with content and website teams to maintain cohesive brand messaging.
- The Big Little - Social Media Intern**Jan 2025 - Mar 2025
  - Supported brand storytelling through campaign ideation, content planning, and social media strategy execution.
  - Developed cohesive creative assets and assisted with digital brand kit development for promotional initiatives, contributing to the launch of [number] marketing campaigns.
  - Contributed to audience engagement improvements and brand voice consistency across platforms.
- Pledge A Smile - Volunteer**Aug - 2024
  - Assisted in campaign planning and donor outreach, strengthening community engagement.
  - Designed digital posters and wrote promotional content for outreach activities.

## CORE COMPETENCIES

- Brand Strategy & Positioning
  - Digital & Social Media Marketing
  - Cross-functional Collaboration
  - Digital Marketing & Content Writing
- Strategic & Analytical Thinking
  - Content Strategy & Communication
  - Performance Tracking & Reporting
  - Communication & Team Leadership

## EDUCATION

- Mount Carmel College, Autonomous**
  - Bachelor of Commerce** - Specialization in Business Process Services - 7.8 CGPA
  - Additional Relevant Coursework** - Business Analysis (Fundamentals), MS Excel (Intermediate) Power BI (Basics)
- MES Kishora Kendra - Pre University College**
  - Commerce** - Statistics, Accounts, Business Studies, Computer Science, - 93.66%

## LEADERSHIP

- Directed planning and logistics for a 2-day intercollegiate cultural fest, managing cross-team coordination and event execution.
- Demonstrated professional leadership as lead guitarist and band leader, fostering collaboration among [number] members during live performances.

## ACHIEVEMENTS

- Trinity College London (Rock & Pop, Grade 2) – Guitarist
- Secured top positions at multiple intercollegiate cultural fests by leading cross-functional teams, coordinating event logistics, and delivering acclaimed creative projects.

## EXTRA - CURRICULARS

- Active participant in cultural activities, volunteer committees, and event coordination.
- Passionate Kannada poet actively involved in creative writing and performing arts.