

# MIMANSA BALUNI

FEMALE, 22

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## EDUCATION

BA Economics Honors	2022-2026	Mount Carmel College, Bengaluru	83.6%
ISC (Class XII)	2021	Ann Mary School, Dehradun	94.6%
ICSE (Class X)	2019	Ann Mary School, Dehradun	93.17%

## INTERNSHIP/S

Summer Intern, Unlock Discounts, Bengaluru May 2025 – July 2025  
Unlock Discounts – Digital Service Provider specializing in Social Media Management, GST Services, Resume Building, ITR Filing, and YouTube Content Creation.

- Supervised digital marketing activities including social media campaigns, content creation, analytics, and lead generation.
  - Got company their first client for social media handling.
- Handled content creation (posts, posters, YouTube Shorts), performance reporting with dashboards, while supporting team onboarding and training for Data Analytics and Digital Marketing team.
  - Improved content quality and reporting, resulting in some posts achieving over 1M+ views the highest ever for the platform.

### Professional Recognition

Received trainee of the month for May and June from the Digital Marketing Department.

## ACADEMIC PROJECTS

- Project 1: ANOVA Study: Income Levels and Birth Rates (R): Assessed birth rate differences across income-level countries using ANOVA. My role was to fetch data and perform the tests with interpretation. The tests showed that lower income countries have birth rate while the high-income countries have lower birth rates
- Project 2: Relationship Between Olympic Medals and GDP (Econometrics): Used regression analysis to explore how GDP influences Olympic medal counts as a performance indicator. Countries with high GDP had higher medal counts as compared to countries with low GDP exception with countries like India, Jamaica, etc.

## ACADEMIC ACHIEVEMENTS AND AWARDS

- Awarded the scholarship by school for securing 3<sup>rd</sup> rank in academics in 2020.
- Awarded Principle's Award for highest marks in Accounts in 2021.
- Highest scores in third year of college degree in Economics Department.

## POSITIONS OF RESPONSIBILITY

- As CR of my class for the year 2024-2025, served as the link between faculty and students, coordinated activities, managed communication.
- Core member of NSS from 2022-24, assisted in Art and Design Team

## EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- Poetry awardee in Dr. Kalam's National Competition
- Certified Yoga Instructor (RTY200)
- Actively volunteering at Neo Vison NGO

## OTHER INFORMATION

- Dancing
- Yoga
- Cricket
- Cooking
- Advanced Excel Course- Mount Carmel College
- Power BI and R - Mount Carmel College
- Tableau and Basic Python - Udemy

