

MUSKAN

Bengaluru, Karnataka | 7004400867 | muskan.applications05@gmail.com

PROFILE SUMMARY

Motivated and detail-oriented BBA (Branding & Advertising) BBA student with experience in event planning, logistics, and marketing operations. Strong background in coordinating cross-functional tasks, managing timelines, and streamlining workflows to ensure smooth execution. Passionate about improving processes and contributing to efficient business operations through attention to detail and effective communication.

EDUCATION

Mount Carmel College, Bangalore

Bachelor of Business Administration (Branding & Advertising) | 2023 – 2026

Carmel High School, Patna

Intermediate (ISC, Science Stream) | 2021 – 2023

Carmel High School, Patna

Matriculation (ICSE) | 2020 – 2021

PROFESSIONAL EXPERIENCE

1. Product Intern (Market Research and Logistics)

Metamorphosis | Sept 2025 - Oct 2025

- Researched India's EV market and studied how two-wheeler brands scale operations.
- Summarized key findings into clear reports to support decision-making.

2. Operations Lead – National Conference

Mount Carmel College | Jul 2025

- Managed end-to-end planning, logistics, and execution of a two-day National Conference.
- Handled guest communication, registration, payment processing, and accommodation.
- Coordinated cross-team operations to ensure a seamless experience for participants.

3. Marketing and advertising Intern

Bihar State Khadi & Village Industries Board, Patna | Feb 2025 – Apr 2025

- Created and managed content calendars for social media platforms.
- Tracked weekly performance and prepared simple reports.
- Assisted campaign planning and maintained brand consistency across posts.

4. Organizing & Marketing Committee Member

Guthli Ad Fest / Apr 2024 – Oct 2024

- Worked with logistics and marketing teams to run India's first student-led advertising festival.
- Helped plan event schedules, manage resources, and handle on-ground coordination.
- Supported online promotion and communication.

5. Outreach Team Member

Bare Wicked Banter Podcast / Aug 2023 – Dec 2023

- Handled audience engagement and feedback through digital channels.
- Conducted interviews and helped translate real-world insights into engaging content ideas.

SKILLS

- Digital Tools: MS Office Suite, Google Workspace, Canva, Figma, Adobe Photoshop, Meta Ads Manager
- Operations & Analysis: Data management and reporting, Basic Excel, Basic MySQL, Accuracy in documentation
- Soft Skills: Attention to detail, Adaptability, Teamwork, Active listening, Empathy, Professional conduct

CERTIFICATIONS & TRAINING

- UI/UX Design Basics at Alpha Academy in association with Mount Carmel college, Bengaluru
- Poster Design – Canva & Photoshop at Mount Carmel College, Bengaluru
- Technical Basics – C, Python, MySQL, at Megasoftware Education, Patna
- MS Office & Internet Fundamentals (i.e excel, powerpoint, word) at Megasoftware Educations, Patna

LEADERSHIP & ACHIEVEMENTS

- Social Media Head – Mount Carmel Hindi Association | 2024–2025
- Team Captain – Bihar State Basketball Team | Bronze – SGFI Karate | 2022
- 3rd Prize – CISCE Zonals (Basketball) | 2022

INTERESTS

Basketball | Video Editing | Exploring New Places | Photography