

DIKSHA JAIN NP



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Bengaluru, Karnataka

EDUCATION

Mount carmel college autonomous

Bachelors of commerce
(2022-2025)

Bachelor of commerce (HONS)
currently purusing

CMA (USA)

currently pursuing

SKILLS

- Communication Skills
- Team work
- Coordination
- Time management
- Adaptability

LANGUAGE

- English
- Kannada
- Hindi

HOBBIES

- Cooking
- Dancing
- Singing

PROFILE

Currently pursuing B.Com (Hons.) and CMA (USA), with a strong interest in finance and accounting. Eager to gain practical experience in financial analysis, budgeting, and business planning. Quick learner with good analytical skills and a desire to grow in the finance field.

PROJECTS

Marketing management project

Tailored Tokens – Customized Gifting Brand (Group Project)

Developed a unique gifting brand, "Tailored Tokens," focused on personalized and gift solutions.

- Conducted market research to identify a demand for customizable gifting options.
- Designed product offerings with flexible customization and good packaging.
- Collaborated in a team to create marketing strategies, including social media promotion and strategic positioning.
- Gained hands-on experience in market analysis, teamwork, and applying marketing management principles.

Ethics

Unethical Marketing - kellogg's

- Collaborated on a group project analyzing unethical marketing practices by Kellogg's
- Researched on misleading health claims in Kellogg's
- Highlighted ethical concerns around deceptive advertising in the food industry
- Proposed solutions for responsible and transparent marketing strategies

EXTRA CURRICULAR

- Secured 1st Runner-Up position in Business Quiz
- Volunteered as part of the hospitality team for Cul-Ah, the annual intercollegiate cultural festival at Mount Carmel College
- Served as a core team member for the Resources and Registrations teams during second and third year at Mount Carmel college
- participated in various inter college fests

INTERNSHIP

- MNAM & CO CHARTERED ACCOUNTING
Forensic accounting – transaction testing