

# INSIYAH MUSTAFA LAL

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## ABOUT ME

Hi, I'm Insiyah, a marketing graduate driven by the belief that the right blend of marketing, communication, and dedication can create success anywhere. I'm deeply passionate about what I do and have a constant hunger for knowledge that pushes me to keep learning and improving. I

take pride not just in doing my work well, but in striving to excel at it. I'm currently seeking opportunities that challenge me, help me grow, and allow me to make a meaningful impact through creativity and strategy.

## EDUCATION

• Mount Carmel College	BBA Branding and Advertising.	<b>80.54%</b>
• The Study L'ecole Internationale	Class XII	<b>90.2%</b>
• The Study L'ecole Internationale	Class X	<b>88.6%</b>

## WORK EXPERIENCE

### Edarjee

August - september 2025

- Created and managed detailed content calendars to ensure timely and consisting posting across platforms.
  - **Redesigned the company's logo**, giving it a refreshed and modern visual identity.
- Contributed to strengthening the brand's presence and identity both online and offline

### Blip

April -July 2024

- Created and curated engaging in social media content, including posts , stories and reels to enhance brand visibility.
- Analysed performance metrics to optimize strategies, boosting audience engagement and reach.

### Younity.in

July - August 2023

- Coordinated project tasks, ensuring adherence to engineering standards and regulations.
- Conducted comprehensive project analyses, identifying and rectifying discrepancies in engineering designs.

## LEADERSHIP EXPERIENCE

### Operations head at Guthli Ad fest 2024

- Actively contributed to securing sponsors and building partnerships for the event.
- Created sponsorship decks and proposals tailored to potential brand partners.
- Coordinated on-ground logistics and event set up.

### ITCH Summit

- Event manager at the summit where I assisted with guests coordination, event promotion and on-ground logistics
- Engaged with attendees and speakers to ensure a smooth event experience
- Served as the Speaker point of contact for **Captain G.R. Gopinath**, founder of Air Deccan

### Student run podcast

- Managed guest outreach, scheduled interview, maintained communication, promoted episodes tracked feedback, and supported marketing for the podcast.
- It enhanced my communication, content promotion skills, and digital marketing.

## SKILLS

- |                          |                     |                  |
|--------------------------|---------------------|------------------|
| • Communication          | • Digital Marketing | • MS Excel       |
| • Stakeholder Management | • Negotiation       | • Event Planning |