



DIVYA ANAND KAMAT

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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.