

# **DEEKSHA KARUNAKARAN**

## **ASPIRING BRAND & MARKETING MANAGEMENT PROFESSIONAL**

+91 9945479604 | deekshakarunakaran@outlook.com

<https://www.linkedin.com/in/deeksha-k-7732582a5/> | Bengaluru, Karnataka, India

---

### **CAREER OBJECTIVE**

A results-driven and analytical B.Com student aiming to build a long-term career in brand management and consumer strategy. Passionate about understanding consumer behavior, building strong brand identities, and driving category growth through insight-led marketing. Seeking opportunities where I can contribute to data-backed brand strategy, product launches, and digital-first activations—while continuously learning and growing into a future-ready brand leader.

### **EDUCATION**

#### **Bachelor of Commerce (B.Com) | Percentage : 79 (Aggregate)**

Mount Carmel College, Autonomous

2023 - Present

#### **Class 12 (Commerce) | Percentage : 94**

ASC PU College (Affiliated to Department of Pre-University Education)

2021 - 2023

#### **Class 10 (State Board) | Percentage : 79**

St. Ann's High School (Affiliated to Karnataka School Examination and Assessment Board)

2011 - 2021

### **SKILLS**

#### **TECHNICAL SKILLS:**

- Basic Knowledge of Brand Strategy and Management Concepts
- Microsoft Excel – (Formulas, PivotTables, LOOKUPs, data cleaning, dashboards)
- Microsoft PowerPoint – (Brand Decks, Reports, Strategy Presentations)
- Power BI and Tableau - (data visualization and reporting)
- Microsoft Office Suite and Google Workspace
- Digital Marketing Basics
- Basic SQL

#### **SOFT SKILLS:**

- Strong Verbal & Written Communication
- Time & Task Management
- Multitasking & Prioritization
- Attention to detail and accuracy
- Analytical and problem-solving ability
- Leadership & Initiative
- Teamwork and Adaptability

### **CERTIFICATIONS:**

Advanced Excel with Microsoft Certification.

### **VOLUNTEER & COMMUNITY ACTIVITIES:**

NSS Community at MCC, Arts and Decor Association and National Cadet Corps

### **LANGUAGES**

English, Kannada, Sanskrit, Tamil