

# ALLANA MARIAM KURIAKOSE

## MARKETING INTERN

### CONTACT

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- 📍 Bangalore

### PROFILE

Results-driven marketing student with demonstrated expertise in digital strategy and brand management, seeking to establish a career in the marketing industry. Currently leading comprehensive social media operations for an established manufacturing company while pursuing BBA in Branding and Advertising.

### WORK EXPERIENCE

#### DIGITAL MARKETING LEAD • COCHIN VENEERS • 2023 - PRESENT

- Managing and developing content for the company's social media platforms (Instagram and Facebook)
- Creating and implementing comprehensive digital marketing strategies
- Handling end-to-end digital marketing operations for their plywood manufacturing division
- Designing and executing social media campaigns to enhance brand visibility

#### EDITORIAL LEAD • TWSS NEWSLETTER • 2023

- Achieved "Best Team" recognition in the Battle of Newsletters competition.
- Led team in design, content creation, and editing of institutional newsletter
- Designed and executed an award-winning cover page
- Managed cross-functional team coordination and workflow

#### BRAND STRATEGY INTERN • MILES SOBA • 2024

- Developed a comprehensive brand kit and launch strategy
- Conducted market analysis and competitive research
- Contributed to strategic brand positioning initiatives

#### DIGITAL MARKETING INTERN • TWBC Marcom • 2025

- Performed and assisted in the Marketing activities for the client, SixGuards Safety, a safety equipment company in Kerala, which provides safety equipment for Indian Railway, Nippon Toyota, MRF, Cochin Shipyard, Bharat Petroleum, Peekay Steel, etc
- Engaged with the client and performed company visits for better execution
- Overall on-site work experience

### CERTIFICATES

- Google Digital Skills certificate
  - Foundation of Digital Marketing Coursera Certificate
- SEO Battle of Newsletter; Miles Soba- Best Newsletter
- TWBC Internship Certificate

### RELEVANT COURSEWORK

- Fundamentals of Digital Marketing
- SEO
- Business Analytics and Process Management
- Consumer Psychology
- Branding and Advertising Principles
- Microsoft Power BI (Ongoing)