

Manya A

Bengaluru, Karnataka | gowdamanya2005@gmail.com | 8050080055

PROFILE SUMMARY

Detail-oriented BCom student with strong analytical, research, and communication abilities. Skilled in data-driven decision making, consumer insights, and structured presentation. Seeking entry-level roles in brand management, category operations, and marketing support within FMCG environments. Brings strong teamwork, adaptability, and problem solving skills.

KEY SKILLS

- Brand Strategy Support
- Consumer & Market Research
- Competitor Analysis
- Data Analysis & Interpretation
- MS Excel – Pivot Tables, Data Cleaning
- PowerPoint – Reports & Presentations
- On-ground & Digital Marketing Support
- Vendor Coordination
- Team Collaboration
- Strategic Thinking
- Secondary Research & Documentation
- Time Management & Multi-tasking

Languages:

English, Kannada

EDUCATION

Bachelor of Commerce (General), Mount Carmel College (2023 – 2026)
Aggregate: 66.16%

PUC, Mahesh PU College (2021 – 2023)
Percentage: 88.83%

SSLC, ASM High School
Percentage: 58.08%

ACADEMIC PROJECT

Lip Balm DIY – Marketing Project

- Planned and executed a basic marketing campaign for a DIY product.
- Managed pricing, branding, and promotional planning.
- Collected and analysed customer feedback for improving product positioning.

ACHIEVEMENTS

Achieved first place twice in Surana college's interschool cooking without fire competition, demonstrating creativity, teamwork, marketing, time management skills.

EXTRA-CIRRICULAR ACTIVITIES

Took part in course-related knowledge enhancement activities, improving analytical and conceptual understanding.

Participated in academic study competitions conducted at the department level.