

DEEKSHA H

STUDENT- BBA(Branding and Advertising)

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ABOUT ME

I am a final-year BBA student specializing in Branding and Advertising, driven by creativity, strategy, and a strong understanding of consumer behavior. With a solid foundation in brand building, marketing communications, and campaign planning, I bring a hands-on approach to learning and problem-solving. My academic journey has also strengthened my leadership and organizational abilities, allowing me to manage projects efficiently, meet deadlines, and collaborate effectively in team settings. I'm now seeking internship and job opportunities where I can apply my skills, grow professionally, and contribute to impactful brand initiatives.

EDUCATION

MOUNT CARMEL COLLEGE AUTONOMOUS

2023-2026

BACHELORS OF BUSINESS MANAGEMENT[Branding and Advertising]

MOUNT CARMEL PU COLLEGE

2021-2023

COMMERCE [EBAC]

SKILL

- | | | |
|----------------------------------|-----------------------------------|-------------------|
| • Brand Strategy | • Digital Marketing | • Google Ads |
| • Leadership and Team Management | • Event Planning and Coordination | • Market Research |
| • Problem Solving | • Communication | • Time Management |
| • Networking | • MS Excel | |

WORK EXPERIENCE

Miles SoBA

Bare Wicked Banter Unhinged[PODCAST]

Marketing Team Member

- Managed social media
- Created engaging content
- Brand and Influencer collaboration
- Developed high-performing social media posts and increased audience engagement
- Handled communication, coordination and problem solving
- Assisted the Production Team in setting up the studio and shooting
- Provided hospitality assistance to the Outreach Team

Shotgun Quiz Association

Core Team Member of Social Media

- Developed social media posts
- Created engaging content

Itch Summit

Volunteer

- Created Social media posts
- Supported logistical operations
- Assisted with event organisation

LANGUAGES

- ENGLISH
- KANNADA
- HINDI