

DIVYA K KARAK

Bcom Graduate

📞 9102884621

✉ divyakarak02@gmail.com

📍 Bengaluru

OVERVIEW

Analytical & Strategic BCOM Graduate with a strong foundation in market research, brand building, and data analysis. Highly motivated to support brand strategy execution and cross-functional efforts. Demonstrated project ownership and commitment to generating actionable insights for commercial growth in the FMCG sector.

EDUCATION

Bachelor of Commerce

Mount Carmel College | 2023-2026

91%

Higher Secondary School

Darbhangha Public School | 2020-2022

83%

Secondary School

Holy Cross School | 2019-2020

82%

INTERNSHIP

Ambey Food Products | November 2023

- Collaborated with cross functional teams and presented data driven insights through MS Excel ,MS Word and enhanced decision making with strong communication skills.
- Conducted market analysis focusing on competitive trends in snacks and namkeen, successfully identifying areas for refined market positioning and delivered 12% extra engagement.
- Supervised vendor relations to ensure smooth and efficient operational processes for campaign execution.

Satnam Bricks Industry | April 2024

- Demonstrated excellent communication skills (both written and verbal) for effective coordination with internal and external stakeholders.
- Managed multiple, simultaneous projects and effectively prioritized tasks to meet deadlines and company objectives.

ACADEMIC PROJECTS

Under Currents'25

- Led a team of 25 people as a SUB HEAD Directed the marketing and promotional campaign for an inter-collegiate fest, conceptualizing and executing an integrated campaign across 20+ colleges.This effort resulted in 35% growth in external college participation.

Emergia'25

- Directed marketing team for promotional activities and delivered good engagement by showcasing communication and decision making skills.

The Carmel Beat'25

- Managed and co-ordinated a large team of 40 writers and designers to publish the monthly college newsletter, ensuring consistent brand voice and quality content, adhering to strict monthly deadlines.

POSITION OF RESPONSIBILITY

Mount Carmel College, 2023-26

- STUDENT CO-ORDINATOR for Bachelor Of Commerce
- MARKETING and PR SUB HEAD for Commerce Association
- MARKETING core team member for Hindi Association
- SUB EDITOR for The Carmel Beat (Official newsletter of college)
- Core team member for Public Speaking Association (Debate, JAM, Poetry, Elocution)