



Kathakali Bakshi

Masters in Business Administration
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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
M.B.A.	Indian Institute of Technology, Kanpur	8.1 (Aggregate)	2026
BBA - Marketing	Calcutta University	80%	2022
ISC (12th)	Sunrise (Eng-Med) School	80%	2019
ICSE (10th)	Sunrise (Eng-Med) School	86%	2017

EXPERIENCE

- InsideIIM** Feb 2024 - March 2024
Marketing Intern - Internship Remote
 - Executed a marketing outreach campaign, increasing engagement by 80+ registrations
 - Awarded "Intern of the Week" and received Manager's Points for excellent performance
- Center For Career And Life Designing Counselling** Jan 2024 - Feb 2024
Product Consultant Intern - Internship Kolkata, India
 - 10% follower growth, 30% engagement, increased engagement in online communities
 - Conducted market research on 60+ clients to optimize strategies and brand positioning
- Janakalyan Society** Jan 2023 - Feb 2023
Business Development Intern- Internship Remote
 - Raised Rs 2000 through campaigns demonstrating coordination and execution

SKILLS

- Technical Skills:** SQL, Excel, SPSS
- Management Skills:** Project Management, Strategic Thinking, Communication, Team Leadership
- Tools:** Power BI, Canva, MS Office,

CERTIFICATIONS

- Coursera**, Business Analytics with Excel: Elementary to Advanced' Oct 2024
- Coursera**, Brand Management: Aligning Business Brand and Behavior July 2024
- Google**, Foundations: Data, Data, Everywhere Jan 2025
- Google**, Foundations of Project Management Jan 2025

ACHIEVEMENTS

- Ranked in the top 20 out of 450+ teams nationwide in the Marketing Case Competition of IIM Indore
- Ranked in the top 12 out of 500+ teams nationwide in the Product Case Competition of IIM Indore
- Published research on packaging impact in EUPHUISM, a collection of academic projects of Ashutosh College

POSITIONS OF RESPONSIBILITY

- Alumni and Corporate Relations Coordinator**, Doms, IITK
Sept 2024 - Present

INTEREST AND HOBBIES

Travelling Content Creation Dance