



Kathakali Bakshi

Masters in Business Administration
Indian Institute of Technology, Kanpur

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EDUCATION

| Degree/Certificate | Institute/Board | CGPA/Percentage | Year |
|--------------------|--|-----------------|------|
| M.B.A. | Indian Institute of Technology, Kanpur | 8.2 (Aggregate) | 2026 |
| B.B.A - Marketing | Calcutta University | 80% | 2022 |
| ISC (12th) | Sunrise (Eng-Med) School | 80% | 2019 |
| ICSE (10th) | Sunrise (Eng-Med) School | 86% | 2017 |

EXPERIENCE

- The Sunflower Seeds** Jun 2025 - Aug 2025
Marketing Consultant - Internship Remote
 - Optimized SEO for 40+ blogs, resulting in 49.1% user growth and 6.2K+ on-site interactions
 - Executed media outreach, contacting 30-35 journalists and securing one earned press feature
 - Developed marketing strategies for 3 book titles and crafted compelling campaign presentations
 - Drove engagement through YouTube content, resulting in 35.5K views and 9.3K LinkedIn impressions
- Techinnovate Mobility Pvt. Ltd.** May 2025 - July 2025
Product Strategy and Market Research - Internship Remote
 - Conducted secondary market research to identify EV charging user pain points and emerging trends
 - Performed competitive analysis and UX reviews to design user-centric flows for EV charging app
 - Analyzed EV fleet apps like BlackBuck to extract strategic insights and recommend key features
- InsideIIM** Feb 2024 - Mar 2024
Marketing Intern - Internship Remote
 - Increased user registrations by 80+ through targeted marketing outreach campaign
 - Recognized as "Intern of the Week" and awarded by manager for outstanding performance
- Center For Career And Life Designing Counselling** Jan 2024 - Feb 2024
Sales and Marketing Intern - Internship Kolkata, India
 - Conducted market research on 60+ clients to refine strategies and brand positioning approaches
 - Increased follower base by 10% and enhanced online community engagement by 30%

SKILLS

- Technical Skills:** SQL, Excel, SPSS, Google Analytics
- Management Skills:** Project Management, Strategic Thinking, Communication, Team Leadership
- Tools:** Power BI, Canva, MS Office, Yoast SEO, Google Keyword Planner

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, 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