

# Mrunmayi Shahane

Digital Marketer and Business Analyser

+91 7775935914    mrunmayishahane@gmail.com    Pune, IND  
in /mrunmayi-shahane    yourwebsite.com    x.com/something

## Profile

Motivated and detail-oriented BBA graduate with a specialization in Human Resource Management and a strong passion for digital marketing. Possess a solid foundation in business operations, communication, and team coordination, complemented by growing expertise in digital tools and online marketing trends. Eager to apply creative thinking and analytical skills to build impactful digital marketing strategies. Currently upskilling in areas such as SEO, social media marketing, content creation, and performance analytics. Looking to kickstart a career in digital marketing with a focus on brand engagement, campaign management, and audience growth.

## Areas of Expertise

Business Administration - Human Resource Management - Organizational Behavior - Communication & Presentation Skills - Team Leadership & Coordination - Entrepreneurship Basics - Business Communication - Basic Economics & Finance - Digital Marketing Fundamentals - Email & Social Media Marketing - Marketing Analytics - E-commerce Management

## Professional Experience

**HR Intern** *Silver Birch Multispeciality Hospital Pvt. Ltd.* **Pune, India** 09/2024 - 11/2024

- Assisted in day-to-day HR operations including recruitment, employee management, and performance reviews.
- Supported administrative HR functions while gaining exposure to healthcare HR practices.
- Worked under the guidance of the hospital's gynecologist to understand clinical support functions.

**Administration Intern** *Rely On Pharmaceuticals Pvt. Ltd.* **Pune, India** 12/2023 - 03/2024

- Interned in the Administration Department, contributing to daily operational management.
- Assisted with coordination between departments, file management, and routine reporting tasks.
- Strengthened organizational and communication skills in a corporate environment.

**Rights Cell Intern (Volunteer)** *Global Human Welfare Organization* **Pune, India** 03/2019 - 12/2019

- Worked on social justice and human rights advocacy projects under the Shivane Vibhag division.
- Collaborated on research related to corruption, bonded labor, child rights, and human rights protection.
- Participated in outreach and awareness initiatives across government-linked programs.

## Online Courses & Certifications

- Foundations of Digital Marketing and E-commerce (12 hours) - [Coursera](#)
- Attract and Engage Customers with Digital Marketing (14 hours) - [Coursera](#)
- From Likes to Leads: Interact with Customers Online (21 hours) - [Coursera](#)
- Think Outside the Inbox: Email Marketing (18 hours) - [Coursera](#)
- Assess for Success: Marketing Analytics and Measurement (18 hours) - [Coursera](#)
- Make the Sale: Build, Launch, and Manage E-commerce Stores (15 hours) - [Coursera](#)
- Satisfaction Guaranteed: Develop Customer Loyalty Online (15 hours) - [Coursera](#)
- Accelerate Your Job Search with AI - [Coursera](#)
- Person-Centred Counselling Course - [Udemy](#)
- Diploma Training Course in Modern Applied Psychology (DiMAP) - [Udemy](#)

## Education

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**Bachelor of Business Administration (BBA)** *Savitribai Phule Pune University* **Pune, India** 2020–2025  
**College:** Shree Siddhivinayak Arts & Commerce Mahila Mahavidyalaya, Pune  
**Specialization:** Human Resource Management  
**Final Grade:** A **CGPA:** 7.03  
**Relevant Courses:** Human Resource Management, Global HRM, Legal Aspects in HR, Research Methodology, MIS, E-Commerce, CSR, Data Mining, Business Project Management, Personality Development.

## Skills

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- **Data Visualization:** Microsoft Power BI, Excel
- **Digital Marketing:** Project Management, Social Media Optimization, Content Writing, Campaign Analysis & Reporting, PPC & SEM Strategies, Conversion rate optimization (CRO), PPC advertising
- **Software:** Project (MSP), Adobe PhotoShop, Audition, Canva
- **SEO:** Google Search Console, Analytics, Looker Studio, Trends, Screaming Frog, SEMrush, Ahrefs, WordPress
- **Soft Skills:** Presentation, Planning, Organized, Creative Problem-Solving, Teamwork, Active Listening, Adaptability, Analytical Thinking

## Languages

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- **English** [Fluent]
- **Hindi** [Native]
- **Marathi** [Native]