

# Krishna Mehra

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## PROFESSIONAL SUMMARY

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Motivated student pursuing a Bachelor of Science in Managerial Economics. Highly driven and versatile multitasker known for exceptional communication, strong organization, and innovative problem-solving. Experienced in managing projects under tight deadlines while consistently delivering new ideas and high-quality results.

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## EDUCATION

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### University of Massachusetts Amherst

*College of Social and Behavioral sciences*

*Candidate, May 2026*

#### Bachelor in Managerial economics

- **GPA:** 3.38/4.00
  - **Awards:** Dean's List (Spring 2024, Fall 2024)
  - **Recipient of Chancellor's Award**
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## EXPERIENCE

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### Marketing Intern - Featherlite Furniture, Bangalore

*Summer 2024*

*Shadowed the Marketing Head to learn about legacy practices and offered modern marketing tactics that combined traditional and digital strategies.*

- Revamped the brand's visual identity and messaging, aligning with modern design trends while honouring the company's long-standing heritage.
- In client meetings, I proposed and explored innovative ideas that would help the company remain competitive and align with changing consumer tastes.
- Implemented innovative social media techniques, increasing online interaction and expanding the brand's digital reach.

### Teacher's Assistant - University of Massachusetts Amherst

*Spring 2024, Spring 2025*

- Evaluated assignments and tests, providing timely and helpful feedback to improve student comprehension and performance.
- Collaborated with the lecturer to provide course content, ensuring that students received clear and comprehensive information about the linkages of health, agriculture, and society.
- Addressed student queries, encouraging critical thinking and active engagement with course materials.

### Marketing Intern - Fabsquad Media, Bangalore

*Summer 2023*

*Spearhead a comprehensive influencer marketing campaign for a local mall, capturing logistics content and social media analysis.*

- Managed photoshoot logistics and oversaw creative direction, ensuring consistent alignment with Fabsquad's objectives.
- Negotiated and coordinated partnerships with influencers securing cost effective terms and long term collaboration opportunities.
- Analysed social media metrics and trends in order to increase attraction and visitation to the mall.

### Marketing & Fashion Intern- SRV Knittech and Akiva, Bangalore

*Summer 2021*

*Collaborated with the managing director of the company to help grow the company and uncover new business opportunities*

- Used insights into the target demographics to create targeted content, which resulted in increased interaction.
  - Optimised the use of platform algorithms and effective hashtags, resulting in an increase in follower interaction.
  - Managed Akiva's Instagram account and achieved 17,000+ views within 24 hours, increasing brand recognition.
  - Organised photoshoots and coordinated content creation, which improved team communication skills.
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## SKILLS

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**Computer:** Microsoft Office , (Powerpoint, Excel), Beginner Python, SQL, Tableau, Salesforce, Canva

**Language:** Fluent in English, Hindi, Spanish (proficient)