

Krishna Mehra

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PROFESSIONAL SUMMARY

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.

EDUCATION

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

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

Spearheaded 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 using 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

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

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