



MALAIKA RITINA MADEIRA

BMS GRADUATE / MARKETING INTERN

My Contact

✉ malaikamadeira01@gmail.com

☎ +91 8424860281

📍 Mumbai, India

Skills

- Microsoft Office (Excel and PowerPoint)
- Google Workspace (Sheets, Slides, Forms and Sites)
- Canva
- Languages: English, Hindi and Konkani
- Creativity
- Leadership
- Communication
- Adaptability

Leadership Roles

- Marketing Student Representative (2020-2021)
- Cultural Club: Event coordinator and Marketing lead (2020-2022)
- Annual Day Event Organiser (2021)

Volunteer Experience

- Maharashtra Mangrove cell in 2017 at Carter Road, Mumbai, India.
- Beach Warriors for beach clean ups (2019-2020), Mumbai, India.
- Aditya Birla group - "Ride to MPower 2020" aimed to spread awareness about the challenges faced by people with mental health disabilities, Mumbai, India.

Interests

- Baking
- Swimming
- Playing the Keyboard

Additional information

- Date of Birth: 30 September 2001
- Nationality: Indian

About Me

A BMS in Marketing Graduate with Internship experience looking out to join a prestigious organisation to expand my knowledge and skills. Throughout my education, I have demonstrated high levels of creativity, hardwork, leadership, motivation and teamwork. I wish to use my skills to work in the development of myself as well as the company.

Education

- **Chetana Hazarimal Somani College of Commerce and Economics**
Bachelor of Management Studies (Marketing)
Mumbai, India
2019-2022

SGPI (10 point scale)

Semester 1 : 8.95	Semester 2 : 9.6
Semester 3 : 10	Semester 4 : 10
Semester 5 : 10	Semester 6 : 10
Overall CGPI : 9.76	

- **St Andrew's College of Arts, Science and Commerce**
Grade 12th Science (H.S.C)
Mumbai, India
2017-2019
- **Abu Dhabi Indian School**
Grade 10th (C.B.S.E)
Abu Dhabi, United Arab Emirates
2007-2017

Professional Experience

- **Viral Fission | Youth Ambassador**
July 2021 - March 2022 (Mumbai, India)
Key responsibilities:
 - Collaborated and worked with brands like Spotify, Vice x Close-up and Unacademy in their Marketing campaigns to achieve their promised targets.
- **Adventhrill | Digital and Social Media Marketing Intern**
June 2021 - September 2021 (Mumbai, India)
Key responsibilities:
 - Worked under Marketing Executives to build Digital Marketing strategies to enable growth, engagement and presence online and raised their follower count by 50%.
 - Conducted market research to analyse and predict people's behaviour post COVID towards outdoor adventure.
 - Worked on keyword planning and content creation for Adventhrill's Instagram.
 - Used Social media (Instagram and Facebook) to promote ongoing treks, expeditions and events and to generate sales.
- **The Jurni | Young Professional**
May 2021 (2 weeks) (London, UK) (Work From Home)
Key responsibilities:
 - Promoted the company's newsletter and achieved a target of bringing in 200+ subscribers to the newsletter within a span of 2 weeks.
 - Worked on increasing engagement on the Jurni's Instagram page.
 - Trained new Young Professionals to get onboard.



To whomsoever it may concern,

Malaika Madeira has been an outstanding performer at The Jurni's Young Professionals Program. She's shown good organisational and time-management skills and has been able to creatively market the newsletter. She worked with The Jurni in the month of May 2021

Considering the uncertainty of a global pandemic, we could see from the very beginning that she took up her tasks with full enthusiasm and was also able to follow through with the programme well, proving that Malaika can deliver great results even in an uncertain context.

As per Malaika's engagement she was able to analyse the readership of the newsletter and then went on to target specific audiences. For content creation, she stood out from the crowd in displaying excellent social media involvement. We believe one of her biggest assets was her ability to voice her thoughts in a well-crafted manner.

I believe that Malaika would be an asset to have onboard, as she brings a tremendous amount of energy and passion to whatever she pursues.

Sincerely,

Mohika Sharma
Co-Founder, The Jurni
mohika@thejurni.io

CERTIFICATE OF INTERNSHIP



ADVENTHILL AWARDS

Malaika Ritina Madeira

for successfully completing her internship program from 22nd June 20 21 to 24th Sept 2021. She did exceptionally good at Internship of Digital & Social media marketing. We wish her a very bright Future ahead.



VIJAY PRATAP SINGH

Founder

TO WHOMSOEVER IT MAY CONCERN

It's my absolute pleasure to recommend Malaika Madeira who worked at Viral Fission from 01, July 2021 - 24, March 2022. They joined our organisation as a Youth Ambassador and managed to fit in well in a short span of time. They were quick at understanding the work demands and have showcased great work ethics.

Fluent communication & social skills supported them in carrying out campaigns via smooth coordination amongst various departments and elevated the campaigns through garnered insights.

Under a limited span of time, they managed to grasp the necessary knowledge about the workings of a company in a way that makes them the perfect member for any team.

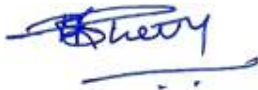
Based on our experience together, I strongly recommend them as a reliable individual & an exceptional candidate.

Regards,

Fission Youth Marketing Pvt. Ltd.

Co-Founder

Rishab Shetty



FISSION YOUTH MARKETING PRIVATE LIMITED

CIN: U74999MH2020PTC342638

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www.viralfission.com