# **Nikitha Bathala**

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## **Objective**

Highly motivated and enthusiastic Marketing student seeking an Internship position at TCS to apply foundational knowledge in digital marketing, content creation, and campaign management. Eager to gain hands-on experience, contribute to real-world marketing initiatives, and grow within a dynamic MNC environment.

## **Education**

Bachelor of Science in Marketing

University of Mumbai, Mumbai, Maharashtra

Expected Graduation: May 2026

* **Relevant Coursework:** Digital Marketing Strategies, Content Marketing, Social Media Analytics, Marketing Research, Business Communication.

## **Skills**

* **Digital Marketing:** Digital Marketing, Social Media Marketing, Analytics, Campaign Management
* **Content Creation:** Content Writing, Copywriting, Basic Graphic Design (if applicable)
* **Software & Tools:** MS Office Suite (Word, Excel, PowerPoint), [Any CRM/Analytics tools you know, e.g., Google Analytics, HubSpot (if applicable)]
* **Core Competencies:** Creativity, Strong Communication Skills, Market Research, Event Planning Support, Eager to Learn, Problem-Solving, Team Collaboration

## **Experience**

[Relevant Project/Volunteer Experience/Academic Experience] (e.g., Marketing Project, Student Organization, Volunteer)

[Your Role/Title], [Organization/Course Name]

[Start Date] – [End Date] (e.g., Sep 2023 – Dec 2023)

* Assisted in creating marketing content for [mention type of content, e.g., social media posts, blog articles].
* Supported social media campaigns by [mention specific tasks, e.g., scheduling posts, engaging with followers].
* Conducted market research to [mention purpose, e.g., identify target audience trends, analyze competitor strategies].
* Contributed to event planning by [mention specific tasks, e.g., coordinating logistics, promoting the event].
* Analyzed basic campaign performance data to [mention outcome, e.g., identify areas for improvement].
* *If you have any part-time jobs or internships, even if not directly marketing, highlight transferable skills like communication, organization, customer service.*

## **Awards & Benefits (Rephrased as Achievements/Offerings)**

* Participated in a Mentorship Program focused on [mention area, e.g., career development, industry insights].
* Received a Certificate of Completion for [mention relevant course or project].
* Actively sought Networking Opportunities within [mention industry or academic field].
* *If you've received any academic awards, scholarships, or recognition, list them here.*

## **Projects**

[Project Title] (e.g., Digital Marketing Strategy for Local Business)

[Date]

* Developed and proposed a comprehensive digital marketing strategy, including content calendar and social media engagement plan.
* Conducted competitive analysis and identified key market trends.
* Utilized analytical tools to simulate potential campaign performance.

## **Additional Information**

* **Availability:** Available for full-time internship (0-1 Years experience)
* **Work Preference:** Work from Office, Mumbai
* **Industry Keywords:** Internship, MNC, Marketing