



KAVINISHA.M

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PROFILE

I have two years of experience in content writing and internships in sales development, marketing, HR, consultancy, and social media management. With strong communication skills and a passion for growth, I excel in lead generation, prospecting, and client relationship management as a Sales Development Representative. I am proficient in CRM software (Salesforce, HubSpot), cold calling, email outreach, and sales pipeline management. My attention to detail allows me to thrive in fast-paced environments.

WORK EXPERIENCE

Content Strategist, Mainframe Networks

Apr 2025 - Present

- Developed and executed comprehensive content strategies to drive brand awareness and customer engagement. Collaborated with cross-functional teams to create high-quality content across multiple channels

Sales Development Representative, Intugine Technologies

Aug 2024 - Feb 2025

- Advised clients on logistics digitization strategies, implemented outreach solutions to enhance lead generation, and analyzed data to optimize the sales pipeline and improve customer engagement.

Rapporteur & Content Writer, Jain University Press

Dec 2023 - Apr 2025

- Authored comprehensive reports on key events and conferences, Created compelling content for academic publications and marketing materials, Conducted research to stay up-to-date on industry trends and developments

Content Writer (B2B SaaS), Graphy by Unacademy

Jun 2024 - Aug 2024

- Enhanced skills in content strategy and development for B2B audiences in the SaaS sector, with an emphasis on SEO, market research, and understanding marketing funnels to support sales efforts.

Content Writer (B2B SaaS), Qoruz

May 2024 - Jun 2024

- Gained experience in B2B content writing, focusing on creating engaging, informative content for the SaaS industry. Worked closely with the sales team to align content with sales strategies and drive lead generation.

Political Content Writer, Political Poster App

Feb 2024 - Mar 2024

- Developed expertise in political content writing, research, and analysis, tailoring content for a politically engaged audience. Enhanced understanding of content marketing to effectively communicate political messages.

Consultant Intern, Egiss Limited

Jun 2023 - Jul 2023

- Learned consulting skills such as problem-solving, data analysis, and client communication, contributing to various projects. Engaged in sales-related activities, understanding client needs and supporting business development efforts.

HR Intern, Quess Corp Limited	Jun 2023
<ul style="list-style-type: none"> Gained experience in human resources, including recruitment processes, employee onboarding, and HR management practices. Assisted in recruiting efforts, developing skills in candidate screening and interview coordination. 	
Social Media Intern, Canasu Dream Foundation	Dec 2022 – Feb 2023
<ul style="list-style-type: none"> Developed skills in social media strategy, content creation, and audience engagement to enhance the foundation's online presence. Gained insights into marketing strategies to increase brand awareness. 	

LEADERSHIP EXPERIENCE

Public Relation Head - JU MUN Society	Aug 2023 - Jun 2024
Functionals Head - SOCIUS Sociology Club	Jun 2023 - Apr 2025
Documentation and E-Magazine Head - SHSS PR	Jul 2024 - Apr 2025

EDUCATION

Bachelor of Arts Psychology,Sociology,Economics Jain (Deemed to be University), Bangalore SGPA - 7.5/10	Aug 2022 - May 2025
Grade 12 (Accountancy with Business studies) Pem School of Excellence Overall percentage - 72%	Jun 2021 - Mar 2022

CERTIFICATES & ACHIEVEMENTS

<ul style="list-style-type: none"> Completed HTML and WEB DESIGNING from Bharathidasan university. Completed a course on Advance Personality and Spoken English Mastery,Digital Marketing, Instagram Mastermind from BizGurukul pvt.ltd. Best Speaker Award (2023) - Ministry of Parliamentary Affairs, Government of India. Awarded for representing MSME in Youth Parliament Sitting - Tarun Sabha. Jigyasa 2.0 (2023) - JU MUN Society. Recognized for Under Secretary General Public Relations. Special Mention (2023) - AMA MUN. Represented UK in UNGA-DISEC. Student Coordinator (2024) - International Conference on the Myriad Faces of Women: A Celebration of the Extraordinary 	
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PROFESSIONAL SKILLS

Outbound Prospecting - Cold Call,Cold Emailing
Lead Generation
GTM Strategy
Inbound Prospecting
Marketing
Lead Qualification
Hyper Personalized Prospecting

TECHNOLOGY STACK

Microsoft Office Suit - Advanced
Canva - Advanced
Figma - Intermediate
Python - Intermediate

SOFT SKILLS

Project Management
Public Relations
Teamwork
Time Management
Leadership
Effective Communication
Critical Thinking

LANGUAGES

Tamil - NATIVE
English - PROFEICIENT
Hindi - PROFEICIENT