

# MISHTI AGRAWAL

• Driven Marketing Learner •

## ABOUT ME

Resourceful BBA candidate with hands-on experience from two internships. Skilled in social media campaign design, successfully scaled a Facebook community from 100 to 1,000 engaged followers in just 3 months. Eager to blend creative storytelling with data-driven insights to enhance brand loyalty and boost ROI. Always striving to learn, grow, and bring fresh, creative ideas to the table.

## EDUCATION

2023-2026 • BBA (BRANDING & ADVERTISING) • NMIMS-MUMBAI • CGPA 3.53/4

2022-23 • XII (Commerce) • CBSE BOARD • Delhi Public School (BILASPUR) • 77.4%

2020-2021 • X • CBSE BOARD • Delhi Public School (Bilaspur) • 92.3%

## EXPERIENCE

2021

### Nisha Boutique, Bilaspur

Social Media Manager

- Grew Facebook audience by 10 times (from 100 to 1,000 followers) in 3 months through targeted posts and stories.
- Conducted weekly engagement analysis and optimized posting schedule—boosted average reach by 35%.
- Supported daily operations and sales reporting, contributing to a 10% month-over-month revenue uplift.

2022

### SHRI OM OIL EXTRACTIONS Ltd.

Intern

- Created 10+ promotional flyers—used in print and digital channels—to drive increase in distributor inquiries.
- Assisted in market-segmentation analysis and visual branding updates that informed a new distribution strategy, reducing lead time by 4 days.

## SKILLS & TOOLS

Communication

COPYWRITING

Canva

GOOGLE WORKSPACE

Leadership

VIDEO EDITING

Adobe Premiere Pro

INSTAGRAM INSIGHTS

Creativity

CAMPAIGN PLANNING

Microsoft Office

GOOGLE ANALYTICS

## ACADEMIC PROJECTS

2022

### Marketing Mix Strategy

Marketing Mix Strategy for various Hand Sanitizers Available in India

- Studied and evaluated all the famous brand's current 4Ps and identified pricing and placement issues.
- Suggested distribution and promotion strategies for better market penetration.
- Presented a new Product to Fit in better in the existing market.

- 2023      Social Media Campaign: Sai Juice Center**  
Developed a mock campaign with content calendars, KPIs, and interactive posts.
- Created sample posts using Canva, shot reels using Instagram and scheduled them with a proposed posting plan.
  - Measured mock engagement metrics and proposed optimization strategies
- 2024      Marketing Strategy: D9 Skincare Brand**  
Designed a full-funnel influencer marketing strategy for the D9 skincare brand targeting Gen Z consumers
- Benchmarked against real brands like Minimalist and Dot & Key to support decisions.

## ACHIEVEMENTS & POSITIONS

- Awarded the Best Reporter for Media Performance in MUN (2022).
- Academic Excellence award 2021.
- LEADERSHIP ROLES:
  - i) Coordinator Inter School Sports Fest & Annual Carnival (2022) at Delhi Public School
  - ii) Led a team of 75 members, earned faculty recognition for dedication, leadership, and team building.

## EXTRACURRICULARS

### INSTITUTIONAL ACTIVITIES:

- Captain of the School House and key member of the Student Council (2022-23).
- Volunteered at SOBA Premier League, Rudra Fest, Kadam- Animal Welfare Fundraiser, Admire AD Fest, Parada Film Making Festival, Double Tap- The influencer Discussion forum
- Member – Social Responsibility Forum, College's Branding And Advertising Club, Sports Committee.

### ECONOMIC FEST

- Attended the WTF (What the Fund) Roadshow by Nikhil Kamath and team.
- Attended the Meta Consumer Day Event 25' at the Meta (Facebook) Office in Mumbai.

### OTHERS

- Appeared for over 30+ SOF examinations and qualified for district levels.
- Secured multiple positions in various Debates, Storytelling, and Quizzes.
- Various Marketing assignments: **Social Media Marketing** for Sai Juice Center, Viditi Digital;  
**Strategy Building** D9 Skincare; **Ad film Making** for Bisleri, Bath & Body Works, Ashirwad Atta;  
**Rebranding Assignments:** Up Grad, Amul Kool & Nykaa.

## PERSONAL INFORMATION

Languages Known: English, Hindi

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