

TANMAY JAIN

Student Ambassador | Communications | Social Media

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Jaipur, India

SUMMARY

Enthusiastic and results-driven individual with experience as a Social Media Coordinator at MPower JU and Campus Ambassador for Internshala. Skilled in digital marketing, event promotion, social media strategy, and content creation. Successfully increased event participation by 40% through targeted online campaigns. Proven ability to represent brands, engage student communities, and lead effective campus outreach initiatives.

EXPERIENCE

Social Media Coordinator

MPOWER JU

09/2024 - Present

Jaipur, India

Worked alongside the Communications and PR team to assist with promotional strategies.

- Managed content strategy and social media campaigns for MPower (mental health initiative) at JECRC University's .
- Designed and published engaging digital content to increase student participation and brand visibility.
- Collaborated with core team members on event promotion, wellness programs, and awareness campaigns.
- Contributed to a 30% increase in organic follower growth across key platforms.

Student Ambassador

LetsUpgrade

02/2024 - 02/2024

REMOTE

Worked on marketing projects with a focus on student outreach, including campaign planning, peer engagement, and promotional activities.

- Represented LetsUpgrade's tech education platform across student communities.
- Drove awareness through social media campaigns, peer marketing, and ambassador-led challenges.
- Strengthened skills in leadership, communication, and digital outreach.

Campus Ambassador

Internshala

12/2024 - 01/2025

REMOTE

Promoted Internshala's training programs through digital outreach and peer engagement.

- Promoted Internshala training programs through digital marketing and peer outreach.
- Conducted student engagement drives via social media, WhatsApp, and campus networks.
- Successfully participated in ISP 45 Training Contest and received a Certificate of Appreciation for outstanding performance.

EDUCATION

Bachelor of Technology in CSE (Specialization AI & ML)

JECRC University

2024 - 2028

Jaipur, India

STRENGTHS

Creative Thinking

Developed innovative promotional strategies at *Mpower JU*, resulting in a 30% increase in organic social media followers.

Interpersonal Communication

Communicated with diverse student groups, conducted information sessions, and addressed queries as a Campus Ambassador for Internshala and LetsUpgrade. Promoted programs through digital channels and in-person outreach.

Leadership & Outreach

Led campus initiatives as an *Internshala* Ambassador, boosting student participation and signups.

SKILLS

Communication	Leadership & Initiative		
Social Media Management			
Public Speaking	Market Research		

C++	Python	HTML	CSS
JavaScript		Git & GitHub	
VS Code, Replit, CodeBlocks			
Tailwind CSS & Bootstrap			React
Canva & Figma			

CERTIFICATION

Microsoft Public Relations and Communications Associate – Professional Certificate

Developed skills in corporate communication, media relations, messaging, and stakeholder engagement. Trained in managing brand reputation and public-facing communication.

Introduction to Generative AI – Art of the Possible

Issued by Amazon Web Services (AWS)
Completed foundational training in generative AI concepts, tools, and real-world applications.