

MUSKAN BHARDWAJ

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PROFESSIONAL SUMMARY

Enthusiastic and detail-oriented MBA candidate specializing in Marketing and Sales, with a solid understanding of consumer behavior, digital marketing, and market research. Skilled in campaign execution, data analysis, and communication, with a strong drive to contribute to organizational growth. Seeking an entry-level opportunity in a dynamic company to apply academic learning and gain hands-on experience in marketing.

ACADEMIC QUALIFICATIONS

Master of Business Administration (MBA) – Rukmini Devi Institute of Advanced Studies, Delhi (2023–2025)

Bachelor of Commerce (B.Com) – KLSM, Meerut (2020–2023)

Class XII (CBSE) – Delhi Public School, Meerut (2019–2020)

Class X (CBSE) – Delhi Public School, Meerut (2017–2018)

INTERNSHIP EXPERIENCE

Sales and Marketing Intern – Outlook India Group, New Delhi (June 2024 – August 2024)

- Conducted sales and digital marketing campaigns to boost brand awareness and audience engagement.
- Supported the development of marketing strategies and content planning for social media platforms.
- Collected and analyzed customer data to identify trends, optimize outreach efforts, and improve targeting.

CORE COMPETENCIES

Technical Skills: Microsoft Excel, Canva, MS Word, SQL, Basic HTML, DOS

Soft Skills: Communication, Team Leadership, Teamwork, Time Management, Project Management, Active Listening, Learning Agility

CERTIFICATIONS

- Customer Relationship Management – Great Learning (2024)
- Social Media Marketing – Great Learning (2024)
- Data Fundamentals – IBM (2024)
- Project Management Fundamentals – IBM (2024)
- Instagram Marketing – IIDE (2024)
- Principles of Management – NPTEL (Jan–Apr 2024)

ACHIEVEMENTS & EXTRA-CURRICULARS

- Gold Medalist – Tug of War (Mixed Team), GIBS (2024)
- Gold Medalist – Tug of War (Women's Team), RDIAS (2023)
- Silver Medalist – Discus Throw (District Level, 2021)
- Bronze Medalist – Shot Put (District Level, 2021)
- 3rd Position – Tug of War (University Level, 2021)

PERSONAL ATTRIBUTES

- Strong analytical and problem-solving mindset
- Highly motivated and adaptable
- Passionate about marketing innovation and teamwork