

# MUDIT KHANNA

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## Professional Summary

A recent BBA graduate with a specialization in Marketing, having hands-on experience in Digital Marketing, Business Development, and Market Research. Skilled in SEO, social media marketing, and strategic campaign planning that drive engagement and growth. Strong leadership, analytical, and communication skills with the ability to thrive in fast-paced, results-driven environments. Eager to bring innovative ideas and contribute to dynamic organizations while continuing to build expertise in the digital marketing space.

## Work Experience

### Marketing Executive

Ocean Infoways Pvt. Ltd. | July 2025 – Present

- Responsible for generating leads through effective client management and email marketing campaigns.
- Worked closely with IT teams to align marketing strategies with company's technical services and solutions.
- Developed tailored marketing content to promote IT networking solutions and build brand credibility.
- Maintained long-term client relationships by providing regular updates and personalized support.
- Implemented digital marketing campaigns to increase brand visibility and drive B2B lead conversions.
- Collaborated with cross-functional teams to design presentations and proposals for enterprise clients.

### Digital Marketing Intern

Digimation Flight | April 2025 – June 2025 (3 Months)

- Progressed from Intern to Manager, taking ownership of key marketing initiatives.
- Designed and executed results-driven campaigns that generated 400+ leads.
- Expanded brand presence and developed a comprehensive organizational marketing plan.
- Oversaw campaign development, strategic content planning, audience targeting, and performance tracking.

### Senior Business Development Intern

Libquik Pvt. Ltd. | February 2025 – April 2025 (2 Months)

- Led a team of 10 members managing daily marketing operations.
- Conducted detailed market and competitor analysis for data-driven strategies.
- Planned and executed digital initiatives to boost brand engagement and growth.

### Marketing & Business Development Intern

Mad Machines Pvt. Ltd. | May 2024 – July 2024 (2 Months)

- Conducted market research and provided actionable insights for campaigns.
- Assisted in execution of digital campaigns, content planning, and audience engagement.
- Gained hands-on exposure to digital tools and techniques while enhancing analytical and problem-solving skills.

## Education

- BBA in Marketing – D.Y. Patil University, School of Management, Navi Mumbai (2022 – 2025)
- 12th Grade – D.A.V Public School, Mumbai (2020 – 2022)
- 10th Grade – Orchids International School, Mumbai (2020)

## Certifications

- Foundations of Digital Marketing & E-commerce – Google Coursera (2024)

## Initiatives & Engagement

- Finalist, National Entrepreneurship Challenge 2024-25, IIT Bombay (Ranked 23rd among 1200+ teams).
- Member, Placement Committee (2022-23): Organized career fairs, employer relations, and hosted 'Mega Job Fair' with 40+ volunteers.

## Skills

- Digital Marketing, Business Development, Market Research, Campaign Management, SEO & Social Media Marketing, Strategic Planning, Team Leadership, Creativity, MS Office, Canva, Attention to Detail, Adaptability

## Languages

- English | Hindi | Marathi