

BHUMIKA SHEEL

MBA Student | Aspiring Marketing & Customer Success Professional | Skilled in Analytics and Brand Strategy

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PROFESSIONAL SUMMARY

Highly motivated and detail-oriented MBA student at Delhi School of Business with hands-on experience in marketing, brand management, and customer success. Adept at conducting market research, managing client relationships, and executing customer engagement strategies. Known for strong communication, analytical, and leadership abilities. Passionate about delivering exceptional customer experiences and leveraging data insights to support business growth.

INTERNSHIP EXPERIENCE

- Marketing Intern, SMAAASH Entertainment Pvt. Ltd.** 05/2025 – 07/2025
- Supported marketing and promotional campaigns to increase customer engagement.
 - Conducted market research and competitor analysis for brand visibility improvement.
 - Collaborated with teams to enhance event participation and social media reach.
 - Tracked customer feedback and analyzed data for campaign optimization.
- Summer Internship, Maitreyi College, Department of Botany** 06/2023 – 08/2023
- Conducted research on copigmentation in anthocyanin of various plants.
 - Tested pigmentation reactions using gallic acid and analyzed data.
 - Developed technical reporting, analytical, and project management skills.

EDUCATION

- Master of Business Administration (MBA),** 2026 | Delhi
Delhi School of Business
Specialization: Marketing & Business Analytics
- Bachelor of Science (B.Sc.) - Botany,** 2024 | Delhi
Maitreyi College, University of Delhi
CGPA: 6.69
- Senior Secondary (XII),** 2021 | Delhi
Arwachin Bharti Bhawan Sr. Sec. School, Delhi, CBSE
Percentage: 87%
- Secondary (X),** 2019 | Delhi
Arwachin Bharti Bhawan Sr. Sec. School, Delhi, CBSE
Percentage: 82%

SKILLS

Marketing & Customer Success

Client Relationship Management
Market Research
Brand Promotion
Customer Engagement

Analytical & Technical

MS Excel
MS PowerPoint
Power BI
Anaconda Navigator
R Studios
Canva
NVivo

Professional Skills

Leadership
Communication
Teamwork
Problem Solving
Adaptability

INTERESTS

- Cooking
- Dancing
- Community Service
- Content Creation

CERTIFICATIONS

Marketing Analyst, *Coursera*

Brand Management, *Coursera*

Sales Management, *Coursera*

ChatGPT for Marketing, *LinkedIn Learning*

Business Analytics and Process Management, *Coursera*

POSITIONS OF RESPONSIBILITY

Head Girl

- Led student initiatives and served as liaison between students and faculty.
- Coordinated school-wide events, enhancing leadership and organizational skills.

EXTRACURRICULAR ACTIVITIES

Volunteer, *NSS Society*

- Contributed to social welfare and community programs.

NGO Volunteer

- Worked with differently-abled individuals, promoting inclusivity and empathy.

Co-Author, *Summer Internship Project*

- Collaborated on academic research and documentation.