

Muskan Gautam

21 | Female | IMNU | Majors – Marketing | Minors – Digital Transformation & Analytics



ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
BBA	2020-2023	Institute of Management, Nirma University	80.70 %
XII CBSE	2019-2020	Air Force School, Jamnagar	84.60 %
X CBSE	2017-2018	Air Force School, Jamnagar	91.20 %
<ul style="list-style-type: none"> Completed Certified course on Digital Marketing from Udemy 			
INTERNSHIP			
Digital Marketing Intern	Aurita Bikes		Apr 2023 – Jun 2023
Online marketing of brand. Helped promote the brand and engage with customers	<ul style="list-style-type: none"> Wrote Scripts for videos and did paid advertisements on Instagram Created Content Calendar, social media posts and stories, posters, leaflets Customer support via calls and online channels On-field marketing of product with several photoshoots 		
Finance Intern	Gift City Club		May 2022 – Jun 2022
Training in different outlooks of finance & accounts	<ul style="list-style-type: none"> Checked Invoices and Requirements for Membership Entered Journal Entries in Software (WINHMS) Prepared Night Audit Reports Checked Bills Payables and Receivables 		
HR Intern	Sense International India		Jun 2021 – Jul 2021
Translation of study material into Hindi for deafblind people	<ul style="list-style-type: none"> Suggested creative ideas to make online videos accessible for differently abled (deaf blinded) people. Organised online events for differently abled (deaf blinded) people like Talent Hunt Show 		