

Sneha Kulkarni

Marketing Intern

Mumbai, India · sneha.kulkarni@example.com · +91 98670 21184

PROFILE

MBA Marketing graduate (2026) with two internships and a live campus brand campaign behind her. Ran a ₹40,000 paid social budget, built the content calendar and reported on what it returned. Looking for a brand or digital marketing associate role.

WORK EXPERIENCE

04.2025 – 06.2025 **Marketing Intern**

Kalyani Consumer Brands

- Ran the Instagram and paid social calendar for a regional snack launch with a ₹40,000 budget, reaching 210K impressions at ₹1.9 per click.
- Compiled the weekly performance report and presented results to the brand manager.

08.2024 – 03.2025 **Campus Brand Ambassador**

Zomato (campus programme)

- Grew the campus community from 300 to 1,250 members over two semesters through events and referral offers.
- Coordinated four on-campus activations with a team of six volunteers.

09.2025 – 12.2025 **Live project**

MBA coursework

Consumer research on packaged beverages: 220 survey responses and 12 interviews, analysed in Excel and SPSS, presented as a positioning recommendation.

EDUCATION

06.2024 – 04.2026 **MBA Marketing — CGPA 7.9/10**

Welingkar Institute of Management, Mumbai

06.2021 – 04.2024 **B.M.S. Marketing — 76%**

University of Mumbai

SKILLS & EXPERTISE

Social media marketing

Meta Ads Manager

Google Analytics 4

Content calendars

Market research & surveys

Excel & SPSS

Canva

Campaign reporting

Copywriting

LANGUAGES

English — Fluent

Marathi — Native

Hindi — Fluent

CERTIFICATIONS

Google Analytics Certification — Google (11.2025)

Meta Certified Digital Marketing Associate — Meta (01.2026)