Sneha Patel

+91 90000 00003 | sneha.sample@example.com | Bengaluru, Karnataka | linkedin.com/in/example

SUMMARY

MBA Marketing student who turns customer data into campaigns. Ran a social media campaign that grew a D2C brand's leads by 40% during a summer internship.

EDUCATION

Christ University, Bengaluru Jul 2025 - Apr 2027
MBA Marketing and Business Analytics CGPA 3.6/4

St. Joseph's College of Commerce Jun 2022 - Apr 2025
B.Com 82%

EXPERIENCE

Marketing Intern Apr 2026 - Jun 2026
GreenLeaf Organics (D2C brand) Bengaluru

- Planned and ran an Instagram lead generation campaign that grew monthly leads by 40%
- Built a Google Sheets dashboard tracking cost per lead and conversion rate across 3 channels
- Interviewed 25 customers and wrote the persona deck used by the 6-person sales team

PROJECTS

Quick-commerce market study | *Market research, Excel, Survey (n=210)*

- Compared pricing and delivery promises of 4 quick-commerce apps in Bengaluru.

Churn analysis for a gym chain | *Power BI, SQL, Cohort analysis*

- Found the top 3 reasons members leave and suggested a retention offer.

TECHNICAL SKILLS

Marketing: Social Media Marketing, Performance Marketing, Google Ads, Meta Ads, SEO, Content Strategy, Copywriting, Email Marketing, Campaign Management, Lead Generation

Analytics: Google Analytics, Conversion Rate, Market Research, Excel, Power BI, SQL

Tools: Canva, HubSpot, Google Sheets

CERTIFICATIONS

- Google Digital Marketing & E-commerce - Google (Jan 2026)

ACHIEVEMENTS

- Winner, B-school marketing case competition - Christ University (Dec 2025)

LEADERSHIP & ACTIVITIES

Events Lead Aug 2025 - Present
Marketing Club

- Organised a 300-person marketing summit with 6 industry speakers