Kavya Iyer

BMS Student, Marketing Internship Applicant

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PERSONAL STATEMENT

Third-year BMS (Marketing) student with an 8.7 CGPA, seeking a two-month summer marketing internship from May 2027. Ran social media for the college fest and grew its Instagram following by 2,100 in six weeks, and comfortable with Canva, Google Sheets and basic Meta Ads.

PROJECTS

Sponsorship and Social Media for the Annual College Fest · Marketing committee head
Nov 2025 – Jan 2026

Inter-college fest with 6,000+ visitors over three days.

- Planned a six-week Instagram calendar of 45 posts and reels; followers grew from 3,400 to 5,500.
- Pitched 30 local businesses and closed 9 sponsorships worth ₹2.4 lakh in cash and kind.

Consumer Survey on Quick-Commerce Use among Students · Semester project (team of 4)
Jul 2026 – Sep 2026

Market research project for the Consumer Behaviour course.

- Collected 220 responses through Google Forms and built pivot-table charts in Google Sheets.
- Found that 63% of students ordered at least twice a week and presented three recommendations to the class.

EDUCATION

BMS (pursuing) in Marketing · Vashi College of Management Studies, Navi Mumbai, Maharashtra
2024 – 2027
Grade: 8.7 CGPA (up to Semester 4)

Class XII (HSC, Maharashtra Board) in Commerce · Nerul Junior College, Navi Mumbai, Maharashtra
2022 – 2024
Grade: 88%

Class X (ICSE) in Secondary School · Palm Beach High School, Navi Mumbai, Maharashtra
2021 – 2022
Grade: 92%

SKILLS

Canva · Instagram content planning · Meta Ads basics · Google Sheets · Google Forms · MS PowerPoint · Copywriting · Market research

CERTIFICATIONS

Social Media Marketing Certification · HubSpot Academy
May 2026

Fundamentals of Digital Marketing · Google Digital Garage
Aug 2025

CORE SKILLS

- Communication
- Creativity
- Event coordination
- Teamwork
- Quick learning

LANGUAGES

English · Fluent · Tamil · Native · Hindi · Fluent · Marathi · Conversational

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