

AKSHITHA T

Marketing • Strategy • Management

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PERSONAL PROFILE

Ambitious BBA student with proven hands-on experience in strategic marketing, event management, business development, and team leadership. Demonstrated track record of managing multi-channel digital campaigns, coordinating large-scale events, driving B2B partnerships, and D2C client management. Adapt at working in fast-paced, client-facing environments with exposure to CRM systems, content strategy, and commercial negotiations. Currently preparing for Master's in Marketing and Strategy in The university of Warwick In UK and actively pursuing industry certifications.

KEY SKILLS

- ▶ Strategic Marketing & Campaign Planning
- ▶ Event Planning, Coordination & Execution
- ▶ Digital & Social Media Marketing
- ▶ B2B Communication & Negotiation
- ▶ CRM Tools & Lead Management
- ▶ Content Creation & Copywriting
- ▶ Market Research & Analysis
- ▶ Team Leadership & People Management
- ▶ Client Relationship Management
- ▶ Budget Management & Sponsorship
- ▶ Project Coordination & Delivery

WORK EXPERIENCE

Marketing & Business Development Intern *September 2025 – June 2026*

Digitech Ads, Bangalore

- Managed end-to-end tele-calling and client communication for university admissions outreach, engaging students, institutional representatives, and B2B partners across multiple channels.
- Planned and executed multi-channel marketing campaigns across email, WhatsApp, LinkedIn, Instagram, and Facebook, driving lead generation and brand awareness for the DISHA education fair.
- Generated 10+ qualified leads during education fairs through direct engagement and structured follow-up coordination, contributing to the commercial pipeline.
- Managed CRM workflows using WhatsApp Notifier for lead tracking, campaign performance reporting, and communication optimisation.
- Researched and organised data for 60,000+ colleges and institutions, directly informing business development strategy and market expansion planning.
- Handled B2B communication and coordination with colleges for the DISHA event, managing partnerships from initial outreach through to full event execution.
- Participated in client negotiations, commercial discussions, and deal closures, gaining direct exposure to revenue-generating business activities.

- Drafted professional email communications, official outreach materials, and campaign content aligned to strategic marketing objectives.
- Mentored and managed junior interns, delegating tasks and maintaining high output standards in a fast-paced agency environment.
- Conducted interviews and led the end-to-end shortlisting and selection of intern candidates, independently owning the full recruitment cycle.

LEADERSHIP & EXTRA-CURRICULAR EXPERIENCE

Deputy Cheif and Chief of Marketing Club *July 2024 – May 2025*

Alliance University, Bangalore

- Led end-to-end planning, execution, and overall management of 4 major club events, overseeing budgeting, sponsorship acquisition, team coordination, promotions, and post-event evaluation.
- Designed and executed multi-channel marketing and branding campaigns, significantly increasing event visibility, student participation, and audience engagement.
- Managed cross-functional teams as Chief, driving strategic decision-making and ensuring stakeholder alignment across all club activities.
- Supported event planning and execution as Deputy Chief, coordinating logistics, marketing activities, and team communication across all club events.
- Assisted with sponsorship communication, promotional strategy, and overall event management, demonstrating clear progression to the Chief role.

Student Coordinator – Alliance One 3.0 *January 2025 – March 2025*

Alliance University, Bangalore

- Organised and hosted a 3-day inter-college accounting competition with a ₹25,000 winner prize, managing end-to-end event operations, participant coordination, and stakeholder communication.
- Successfully attracted participants from multiple colleges, demonstrating strong organisational leadership and people management skills throughout the event.
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Newsletter Editor *July 2024 – August 2024*

Alliance University, Bangalore

- Designed and edited a monthly student newsletter, curating articles, poetry, and creative visuals to showcase student talent across the university.
- Coordinated with student contributors and editorial teams to ensure consistently timely and high-quality publication each month.

EDUCATION

Qualification	Institution	Result
Bachelor of Business Administration (ongoing)	Alliance University, Bangalore	CGPA 8.4 81.8% (5 th sem)
12th Standard – State Board	S.F.S PU College, Bangalore	85.17%
10th Standard – State Board	S.F.S High School, Bangalore	79.36%

ACADEMIC PROJECTS

Role Play Leadership Project

- Led a team of five in a simulated workplace conflict scenario, designing and presenting scripts addressing discrimination and workplace ethics.
- Strengthened leadership, problem-solving, and interpersonal communication skills through practical, scenario-based learning.

Gym Start-Up Business Plan Project

- Developed a comprehensive business strategy spanning five domains: Marketing, Finance, HR, Operations, and International Business.
- Conducted field visits to banks and gyms to gather real-world insight, producing a detailed business plan that simulated an authentic start-up planning environment.

ACHIEVEMENTS & AWARDS

- 2nd Place – Astra, CONTHES Event (Women’s Safety Smartwatch Project)
- Certificates of Appreciation received at Marketing Marathon, Business Nexus, Business Nexus 2.0, and Symphony of Innovation
- Presented innovative business ideas at Symphony of Innovation inter-college event

INTERESTS

Fitness & Wellbeing – Gym, yoga, and meditation. **Creative Pursuits** – Cooking, reading, and listening to music.