MEGHANA HEGDE

ACADEMIC PROFILE

PGDM – Marketing	7.15 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA	78.00%	KLE College of Business Administration Lingaraj college, Belgaum	2022
Class XII (CBSE)	53.34%	Samarth Independent PU college, Hubli	2019
Class X (CBSE)	87.40%	Shri Rajeshwari Vidyaniketan, Hulkoti	2017

AREAS OF STUDY

Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Sales and Distribution Management, Retail Management , Managing Online Platforms, Social Media Marketing, Human Resources Management.

INTERNSHIP(S) · 9 Months

A Pixel House — **Social Media Co-ordinator** — **October 2022-April 2023**

- During my tenure, I successfully managed over 10 clients within the fashion industry, overseeing their social media presence and actively participating in client meetings. Additionally, I acquired foundational skills in Adobe Photoshop and honed my leadership abilities through hands-on experience. I also have experience working with international clients and have proficiency in Canva.

Birthday 365, Bengaluru — **Event Management Intern** — **October 2021-November 2021**

- As an intern, I actively engaged in cold calling initiatives and collaborated closely with the business development executive. Additionally, I played a pivotal role in organizing and executing four successful events, gaining valuable hands-on experience in client relations and event management.

Vihang events, Hubli — **Event Management Intern** — **April 2022 – May 2022**

- As an intern I was actively involved in the hospitality department and worked closely with the Business development executive, organized weddings and curated content for social media, engaged in cold calling as research.

ACADEMIC PROJECT(S)

Design Thinking (Lifestyle in depth Analysis)

- I conceived a pioneering solution that integrates a lifestyle store with the metaverse and AI, aimed at maximizing sales and enhancing customer engagement. This innovative approach earned recognition as one of the top 11 teams in our batch, reflecting its potential to revolutionize retail strategies.

Managing Online Store Project (Bloom Luxe)

- Developed and managed an online store. Bloom luxe – a beauty care product. Created a user- friendly website, implemented digital marketing strategies, including google ads and keyword research , conducted market analysis. Our team was among the top 3 teams of ourbatch. In Keyword research we achieved a CTR of 18.66%.
  Website - https://www.bloomluxe.in/

Social Media Marketing (@tune.talesindia)

- Created a social media page related to music , it was aimed at engaging the crowd of Bangalore. We ran paid ads on our posts, curated content and increased a maximum reach to our audience on Facebook and Instagram. Our team was among the top 3 teams of our batch.

CERTIFICATIONS

Power BI	Skill Nation	2024
Basic – Advanced Microsoft Excel	Coursera	2023
SEO Crash Course	SEMrush Academy	2024
Branding and Design	Forage	2024

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	• **Member of Alumni Committee** I successfully managed the social media presence for my college, focusing on LinkedIn and Instagram. This involved creating and curating engaging content, analyzing performance metrics, and implementing strategies to increase follower engagement and reach. My efforts resulted in a significant boost in online visibility and community interaction.	**2023-2024**

ACCOMPLISHMENTS

Competitions and Activities	• **Winner for the B-plan conducted for startups (inter-college)**	2019
	• Among the Top 5 teams out of 21 teams in KLE CBALC Business League PRO season 10	2020
	• Among the Top 5 teams out of 21 teams in KLE CBALC Business League PRO season 11	2021
	• Event Head for the event YUVA 2022 (inter-college)	2022

SKILLS	Basics of SQL, MS-Excel, Power BI , SPSS , Canva