

Minakshi Deka

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SUMMARY

MBA student specializing in Marketing and Business Analytics, with foundational knowledge in digital marketing, and business strategy. Equipped with practical exposure through internship experience, demonstrating the ability to apply theoretical concepts to real-world business scenarios. Possess strong analytical thinking and a structured approach to problem-solving, with a focus on understanding market trends and consumer behavior. A quick learner with effective communication and teamwork skills, seeking to build a career in marketing by contributing to data-driven and result-oriented business initiatives.

WORK EXPERIENCE

Marketing Intern Consult Tech Media

June '25-November '25

- Conducted Market Research to identify trends and opportunities.
- Planned and managed Strategic Content Calendars aligned with brand goals.
- Created engagement-driven social media content to increase audience interaction.
- Designed and developed Conversion-focused Landing Page to improve lead generation.

EDUCATION

MBA in Business Analytics & Marketing, Sikkim Manipal Institute of Technology	2024-2026 Sikkim, India
Bachelor of Arts, University of Science and Technology, Meghalaya	Meghalaya, India
Higher Secondary, CBSE BOARD, Guwahati Public School	Guwahati, India
Secondary School, CBSE BOARD, Kendriya Vidyalaya Khanapara	Guwahati, India

TRAININGS CERTIFICATIONS

Google Digital Marketing & E-commerce Professional Certificate, Coursera
Improving Communication Skills, Coursera

HONORS & ACHIEVEMENTS

Secured **MBA Merit Scholarship** from Sikkim Manipal Institute of Technology (ranked among Top 50 colleges in India).
Volunteered in Hospitality Team for college event (event coordination & teamwork).

CORE COMPETENCIES

Technical Skills MS Excel(Basic), MS PowerPoint, MS Word, Canva, AI Tools(ChatGPT), Landing Page Builders
Marketing Skills Digital Marketing, Content Strategy & Planning, Social Media Marketing, Basic SEO
Business & Analytical Skills Market Research, Consumer Behavior Understanding, Problem Solving, Analytical Thinking
Project & Management Skills Basic Project Management, Team Collaboration, Time Management, Structured Approach to Problem Solving
Soft Skills Communication Skills, Adaptability, Quick Learner, Attention to Detail