

Muskan Sehgal

✉: muskansehgal44@gmail.com | [in :www.linkedin.com/in/muskansehgal-/](https://www.linkedin.com/in/muskansehgal-/) | 🏠: Delhi

ACADEMIC QUALIFICATIONS				
Qualification	Institute	Board / University	Year	% / CGPA
MBA	NMIMS, Navi Mumbai	NMIMS	2026	8/10 (As per Trim 2)
B.A. (Hons) English	P.G.D.A.V. College (Day)	University of Delhi	2017	62.5%
XII	Happy School	CBSE	2014	84.2%
X	Happy School	CBSE	2012	9.4/10
National Competitions	• Flipkart Wired 8.0 – Business Track			2024
	• Futureforce Case Challenge by Salesforce			2024
	• Commercial Track - Colgate Transcend			2024
Key Interests	Brand Management, Digital Marketing, Market Research			
WORK EXPERIENCE				
Associate Account Manager Pulp Strategy			Dec '18 – Sep '19 (09 Months)	
<ul style="list-style-type: none">Executed diverse projects including social media campaigns, website development and maintenance and influencer marketing.Spearheaded multiple new briefs and developed campaign strategies for pitch presentations as the youngest team member.Coordinated directly with clients like Tupperware India to grow brand’s social media presence with 25% engagement rate and 4 million average monthly reach.Projects included - won the yearly marketing mandate for Avon Beauty Products India, Golfer's Shot and Origo Commodities, handled video-based awareness campaign for SHOPSPlus in association with Govt. of India				
Associate Social Media Manager Taivas Media			Aug '17 – Nov '18 (15 Months)	
<ul style="list-style-type: none">Managed social media pages by creating written & graphic content for a number of clients.Developed engaging long form content for websites, blogs and SEO to generate traffic.Managed a team of designers, web developer and content writers for delivering tailored services.Projects included: managed a campaign for a municipal councilor which led him to win the seat, handled a HIV awareness website brief for Sri Lankan Govt., managed a social media page creating awareness around menstruation				
POSITION OF RESPONSIBILITY				
Junior Executive Member Placement Committee			Jun '24 – Present	
<ul style="list-style-type: none">Engaging in maintaining synergistic corporate connections with prospective recruiters for campus placement.Managing student relations and engaging in batch preparation activities for the overall development of students.Inviting companies for campus recruitment drive via mail, cold calling, virtual & offline meetings, LinkedIn connects, etc.Assisting Senior Placement Committee in planning batch preparation & placement related activities.				
Member of Street Play Society - Rudra College Club			July'14 – May'17 (24 months)	
<ul style="list-style-type: none">Participated and won street play competitions in Delhi University’s colleges, National School of Drama and IIT Bombay.Organized college street play fest ‘Shor’ and hosted 15 teams of Delhi University for the competition.				
Senior Prefect of House School Student Council			Apr'13 – Mar'14 (12 months)	
<ul style="list-style-type: none">Responsible for delegating duties to students to manage decorum during events.Represented my house for different intraschool competitions and festivals.				
CO-CURRICULAR AND EXTRA-CURRICULAR ACTIVITIES				
Certifications	<ul style="list-style-type: none">SEO by HubSpot Academy			2024
Social	<ul style="list-style-type: none">Languages Known - Hindi (Fluent), English (Fluent)			
Interests/Hobbies	<ul style="list-style-type: none">Reading, Content Writing, Graphic Design (Canva)			