




Risha Kotha

I am a dedicated Marketing Student pursuing a final year of PGDM at IES's Management College and Research Centre. With a strong foundation in Commerce and a passion for digital marketing, I have gained experience in social media management , SEO, Media planning, Branding, Storytelling, Content marketing, Creatives, Campaign Management and Strategic Marketing

CONTACT

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 Dahisar, Mumbai

EDUCATION

PGDM - Marketing **91%**

IES Management College
and Research Centre 2025

B.Com **68.5%**

Narsee Monjee College of
Commerce and Economics 2023

HSC **74.6%**

Narsee Monjee College of
Commerce and Economics 2020

SSC **91.2%**

Rustomjee International
School 2018

LIVE PROJECT

Cavinkare

Top Performer

Research and Data Collection
through on field Survey

ADDITIONAL EXPERIENCE

Marketing & Business Operations

Family Stationery Business

Developing an online presence
strategy through social media
(Online + Offline)

INTERNSHIP

Anunta Technology

May 2024-June 2024

Marketing Intern

- Developed a comprehensive marketing playbook to streamline branding and campaign strategies.
- Executed LinkedIn marketing initiatives and Blog analysis to enhance audience engagement and content performance

Gem and Jewellery Information Centre

January 2022-March 2022

Social Media Assistant

- Conducted market research and analyzed consumer insights to identify trends and business opportunities.
- Interpreted data-driven insights to support strategic marketing decisions and campaign development

IIDE

December 2021

Digital Marketing Intern

- Designed social media creatives and crafted engaging blog content to enhance brand visibility.
- Implemented SEO strategies to improve search rankings and drive organic traffic.

The Rebel Manifesto

October 2021-November 2021

Digital Marketing Intern

- Created engaging content and brainstormed innovative ideas to enhance brand storytelling.
- Researched market trends and marketing strategies to drive audience engagement and business growth.

CERTIFICATION

- Google SEO - Series of 4 Certification
- Personal Branding -university of Virginia
- Business Analytics with Excel - John Hopkins University
- 30 Days PowerBi Micro Course - Satish Dhawale
- Fundamentals of Digital Marketing - Google

VOLUNTEERING

- Social Media Team Member at IES MCRC,2023-2025
- Social Media Team Member at NMCCE, 2021-2022