

Riya Menon

Marketing Intern

Kochi, Kerala · [Phone] · [Email] · [Website or LinkedIn]

PROFESSIONAL SUMMARY

Second-year BBA student with a focus on digital marketing, social media content and campus event promotion. Ran the college fest Instagram page and handled sponsor outreach for a student club. Comfortable with Canva, Google Sheets and basic Meta Ads Manager, and looking for a summer internship with a consumer brand or agency.

SKILLS

Social media content · Canva · Google Sheets · Meta Ads Manager basics · Copywriting · Event promotion · Sponsor outreach · Public speaking

EXPERIENCE

Social Media Coordinator (Student Role) — annual inter-college cultural fest, Kochi

4 months · volunteer

- Planned and published 60 posts and reels across the fest Instagram page, growing followers from 900 to 4,300 before event week.
- Coordinated a team of five student designers using a shared content calendar and weekly review calls.
- Wrote captions and story polls that pushed early-bird pass registrations past the target set by the organising committee.

Marketing Trainee — family-run bakery chain with three outlets, Kochi

6-week summer training

- Set up a WhatsApp Business catalogue for 40 products and trained counter staff to share it with walk-in customers.
- Collected and summarised 150 customer feedback slips into a short report on the most requested new items.

EDUCATION

BBA (Marketing), second year — autonomous arts and science college, Kochi

CGPA 8.4 after three semesters; coursework in consumer behaviour and marketing principles

Class XII, Commerce — CBSE senior secondary school, Thrissur

91 percent

CERTIFICATIONS AND REGISTRATIONS

- Google Digital Marketing fundamentals course
- Meta Blueprint introductory module on ads

PROJECTS

- Campus thrift sale campaign — designed posters and reels that helped sell 300 pre-loved items for a charity drive

LANGUAGES

English · Malayalam · Hindi