

# Bhuvaneshwari M

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## Summary

A marketing professional with expertise in digital marketing, storytelling, competitive analysis, design thinking, content marketing, social media marketing and management. Skilled in developing data driven strategies, executing high impact campaigns, and enhancing brand engagement. Adept at leveraging market insights to drive growth and optimize brand positioning.

## Education

<b>Master of Business Administration (MBA)-8.6 GPA</b> <i>KPR Institute of Engineering and Technology</i>	2024 – 2026 Coimbatore, India
<b>Bachelor of Commerce (B.COM)-7.1 CGPA</b> <i>St. Joseph College of Arts and Science for Women</i>	2021 – 2024 Hosur, India
<b>Higher Secondary Certificate-Commerce with Computer Science – 8.3 CGPA</b> <i>Maharishi Vidya Mandir Senior Secondary School</i>	2020 – 2021 Hosur, India

## Professional Experience

<b>Marketing strategist</b> <i>Clustervise</i>	01/2025 – 04/2025 Leuven, Belgium
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Developed marketing plans that increased brand visibility by **30%**, leading to a **15%** rise in engagement. Analyzing competitors to make informed decisions, contribute to digital campaigns, content creation, and social media engagement. Collaborated with a 3-member marketing team to refine digital strategies, increasing website traffic by **25%**.

## Skills

### Marketing Tools

- Canva
- Buffer
- Metricool
- Google Analytics
- Ai Tools

### Analytical Skill

- Power BI
- Microsoft Excel
- Data Visualization
- Performance metrics
- Dashboard Reporting

### Soft Skill

- Data-Driven Decision Making
- Cross-Functional Collaboration
- Strategic Communication
- Design Thinking

## Relevant Projects

<b>Coca-Cola Sales Performance Dashboard – Power BI</b> <i>Designed a dynamic sales dashboard in Power BI to monitor real-time revenue, regional sales performance, and market trends. Provided actionable insights to drive data-driven strategies and business growth.</i>	02/2025 – 03/2025
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- Streamlined **sales performance tracking** for accurate forecasting.
- Analyzed **regional sales trends** to identify growth opportunities.
- Assessed **profit margins** to enhance pricing and revenue strategies.
- Leveraged **DAX calculations** for deeper data insights and trend analysis.

## Social Immersion Program – Rural Development Study

12/2024 – 01/2025

*Engaged with local communities to identify key issues and proposed sustainable solutions to enhance rural livelihood and socio-economic growth.*

- Identified **infrastructure, education, and healthcare gaps** and proposed development strategies.
- Conducted **awareness programs on government schemes** to support rural empowerment.

## Awards

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### Best Impact Maker Award – MBA

03/2025

*KPR Institute of Engineering and Technology*

Awarded the Best Impact Maker for demonstrating exceptional leadership, strategic thinking, and significant contributions to academic and extracurricular initiatives.

### World record for an Anti-Drug Awareness

01/2025

Contributed to a world record Anti-Drug Awareness Video Campaign, uniting 20,000 participants to promote a drug-free society. Officially recognized by OSCAR WORLD RECORDS. Collaborating on this large-scale campaign strengthened my skills in team coordination, strategic communication, and social impact initiatives.

### Proficiency Award for the academic year

12/2022

*St. Joseph College of Arts and Science for Women*

Honored with the Proficiency Award for the academic year 2021-2022 recognizing my academic excellence and dedication to my studies.

## Professional Association

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### Faculty of Management

2024 – 2026

*Vice President of Research Council*

### Member of Association

2024 – 2026

*Madras Management Association*

### Student Wing

2024 – 2026

*Youth United Council of India*

## Certificates

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- Master of Digital Marketing-Kallada Academy (2025)
- Design Thinking Practitioner-IBM (2025)
- Design Thinking Co Creator-IBM (2025)
- Content Marketing-Great Learning (2025)
- Google Analytics -Google Skill Shop (2025)

## Interests

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- Content Marketing
- Social Media Marketing
- Digital Marketing
- Marketing Analytics
- AI and Technology
- Product Marketing
- Growth Marketing