

ROLL NUMBER: P25703067**Ms. Satakshi Nayak**

Female

DOB

17-Sep-2002

TECHNICAL SKILLS

- MS Office
- MS Project

PERMANENT ADDRESS

Flat No 306 3rd Floor Ganesh
Heritage Swarnjayanti Nagar
Bilaspur (C.G)
City: Bilaspur
State: Chhattisgarh
Pincode: 495001

LANGUAGE

- ENGLISH
- HINDI

INTERESTS

- Yoga / Meditation
- Reading books
- Research & reading journals
- Music (playing an instrument
- singing)
- Creative writing / Poetry
- Astrology & Horoscope Study
- Numerology Research
- Palmistry & Hand Analysis

SUMMARY OF QUALIFICATION

Course / Programme	Board / University Name	CGPA/ (%)	Passing Year
MBA-NBS	NICMAR University, Pune	7.35	2027
M.Com. <i>Marketing Management</i>	ATAL BIHARI VAJPAYEE VISHWAVIDYALAYA BILASPUR	63.95	2025-Aug
B.Com. <i>Computer Applications</i>	ATAL BIHARI VAJPAYEE VISHWAVIDHYALA	78.27	2023-Aug
Intermediate <i>Commerce</i>	ICSE DURG CHHATTISGARH	80.8	2020-Jul
High School	ICSE DURG CHHATTISGARH	84.66	2018-May

INTERNSHIP / PROFESSIONAL TRAINING (Total Duration: 8 Weeks)**Simplify Home**

05-May-2026 - 30-Jun-2026

8 Weeks**PROFILE:** Digital Marketing Intern

- Executed Off-Page SEO strategies through backlink building, directory submissions, blog commenting, Quora engagement, and Google Reviews optimization to improve online visibility.
- Developed marketing content, including reel scripts, brand bios, taglines, and promotional copy, ensuring consistency with brand identity and audience engagement goals.
- Conducted market research and competitor analysis by visiting competitor outlets to evaluate customer experience, sales approaches, pricing strategies, and market positioning.
- Supported brand awareness initiatives by identifying opportunities to strengthen digital presence and customer trust across online platforms.
- Collaborated with the marketing team to execute content strategies and contribute to ongoing digital marketing campaigns.
- Strengthened practical skills in Digital Marketing, SEO, Content Marketing, Brand Management, Market Research, Competitor Analysis, Customer Insights, Copywriting, and Strategic Communication.

CERTIFICATION DETAIL

- Business Analytics with Excel : Elementary to Advanced
- Introduction to Marketing
- Negotiation Fundamentals
- Negotiation, Mediation, and Conflict Resolution - Capstone Project

ACHIEVEMENT DETAIL**M.com Project – Digital Marketing & Consumer Behaviour**

- Analyzed emerging digital marketing trends and their impact on consumer behaviour using primary data, surveys, and market research.
- Conducted primary research through questionnaires and interviews with 95 respondents to analyze consumer buying behaviour.
- Studied key digital marketing trends, including SEO, social media marketing, online advertising, and e-commerce platforms.
- Analyzed data to identify factors influencing online purchasing decisions, market expansion, and brand visibility.
- Interpreted research findings to understand the impact of digital marketing strategies on consumer preferences and buying patterns.
- Gained hands-on experience in research methodology, data analysis, market interpretation, and

report preparation.