

MUSKAN GOYAL

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PROFESSIONAL SUMMARY

Strategic and results-oriented professional with over 2 years of experience in market research, sales, and marketing. Proven expertise in driving revenue growth, enhancing client engagement, and leading high-impact strategic initiatives. Demonstrated ability to analyze data to drive business decisions and improve client retention. Strong communicator with a track record of building cross-functional partnerships to achieve business objectives. Eager to apply analytical and market research skills in a dynamic team.

ADDITIONAL

IT Skills: MS Suite (Word, Excel) | Google Workspace

Certifications: Google Analytics, Google (2023)

WORK EXPERIENCE

Market Research Intern, ICICI Bank Ltd. Mumbai, India

May 2023 – July 2023

A major Indian private bank offering a wide range of financial products and services, with a strong presence in retail banking and wealth management.

- **Investigated** emerging trends in personalization and customer experience, focusing on their relevance to salaried customers and provided recommendations
- **Led** a cross-functional team to analyze and propose personalized account benefits based on income groups, such as immediate investment assistance for higher-income customers, enhancing potential customer engagement strategies
- **Offered** a pre-placement position based on internship performance, demonstrating value added to the team and project

Audit Analyst, BSR & Co LLP, Noida, India

Mar 2021 – Jul 2022

BSR & Co LLP is a large Indian accounting firm with a presence in 14 cities. They provide audit, tax, and advisory services to a wide range of clients, including Indian businesses, multinationals, and listed companies.

- **Assisted** in the statutory audit procedures of **8-10** clients, ensuring compliance with financial regulations and standards
- **Enhanced** audit processes by implementing new data management practices, reducing complexity and improving audit efficiency by **20%**
- **Recognized** with the Kudos Award for outstanding analytical skills and contributions to financial compliance and insights

Direct Selling Associate, Sarso Biznet Private Limited

Jan 2018 – July 2018

An e-commerce lifestyle brand that works on the concept of direct selling.

- **Generated ₹74,000** in revenue through direct sales of leather products at Sarso Biznet Private Limited
- **Leveraged** effective communication and product knowledge to close deals and achieve sales targets

Sales and Marketing Intern, Spartan Poker, Mumbai, India

Jan 2017 – Sep 2017

An India-centric online gaming platform offering a variety of games, including poker, for players of all skill levels.

- **Directed** a team of **6** to develop and execute marketing and sales strategies, successfully generating an audience of **3000** users for the company's app
- **Contributed** to revenue generation of approximately **INR 3 lakhs** by optimizing user acquisition and engagement strategies
- **Conducted** research to identify target demographics and trends, enhancing the effectiveness of marketing campaigns
- **Coordinated** team efforts to ensure alignment with marketing goals and timelines, resulting in efficient project execution and increased app downloads

EXTRACURRICULARS

Business Sales Pitch Competition, FORE School of Management

2023

- **Led** a **3-person** team to develop and pitch a novel VR fitness headset concept, winning 1st place at the Fore School of Management competition
- **Developed** a VR fitness headset **business idea** that immerses users in virtual environments, boosting workout engagement and motivation – concept validated by winning a business pitch competition

Treasurer, Rhetorque, English Debating Society, Janki Devi Memorial College

2018

- **Managed** and allocated funds for the Debating Society, ensuring proper financial planning for events and activities
- **Obtained** sponsorships totalling **INR 50,000** for the International Inter-College Parliamentary Debate Competition, enabling high-quality event organization
- **Coordinated** logistics and budget for events with a footfall of over **200** students, including international competitions, enhancing the society's reputation

Achievements

- **Secured 3rd** place in a creative article writing competition at IIM Kashipur, **analysing a chosen film** to extract valuable lessons and communicate them effectively **2022**
- **Achieved** 1st place in an intraday trading mock stock competition organized by the Bombay Stock Exchange **2019**
- **Ranked 3rd** and awarded Best Interjector Prize at Intercollegiate Debate, Delhi University **2018**

EDUCATION

FORE School of Management, New Delhi

2022-2024

PGDM-IB | International Business – Marketing

CGPA: 8.13/10

Janki Devi Memorial College, Delhi University

2017-2020

B.Com (Hons.)

CGPA: 7.52/10

LANGUAGES

English (Fluent); Hindi (Native)