

MUSKAN GOYAL

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PROFESSIONAL SUMMARY

Highly motivated Sales and Marketing Specialist with 2+ years of hands-on experience in market research, direct selling, and crafting successful marketing strategies. Proven track record of driving revenue growth by generating over INR 3.74 lakhs through direct sales and digital user acquisition. Skilled in leading teams to develop and execute innovative marketing campaigns, resulting in significant increases in user engagement and app downloads. Eager to leverage expertise in sales and marketing to contribute to a dynamic sales team and drive business growth.

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
- **Worked** with a cross-functional team to 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
- **Reviewed** financial records and conducted inspections of transactions, identifying discrepancies through vouching and analysis and won the Kudos Award
- **Improved** audit efficiency by effectively managing financial data and resolving complex audit issues

Direct Selling Associate, Sarso Biznet Private Limited

Jan 2018 – July 2018

Sarso stands for sharing Achievements and Rejuvenating Society. It's an e-commerce lifestyle brand which 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 **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)