

# Archana Prakash

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[utm\\_source=share&utm\\_campaign=share\\_via&utm\\_content=profile&utm\\_medium=android\\_app](https://www.linkedin.com/in/archana-prakash-300b08292?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)  
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**Motivated and performance-driven BBA student specializing in Digital Marketing and Business Analytics, with hands-on experience in developing marketing strategies, handling social media campaigns, and interpreting consumer insights. Skilled in combining creativity with data-driven approaches to optimize marketing performance. Proficient in key areas such as market research, content creation, SEO, and customer engagement. Adept at working in fast-paced environments with a strong commitment to learning, innovation, and collaborative growth. Passionate about leveraging digital tools to solve real-world marketing challenges and contribute meaningfully to organizational success.**

## KEY COMPETENCIES

Adaptability	Excellent communication skills	Analytical mindset	Teamwork
Attention to detail	Customer centric approach	Creative thinking	Problem solving

## EDUCATION

### PRIMARY EDUCATION

CBSE

### SECONDARY EDUCATION

CBSE - Science(PCB)	2022 - 2023
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### UNDERGRADUATION

Yenepoya university	2023 - Present
BBA digital marketing and business analytics	

## CERTIFICATES

TCS ion certification in innovation and entrepreneurship	2024
GCC digital marketing	2025
Work smarter with Microsoft Excel-Coursera	2023-2024

## SKILLS

### Analytical & Tools:

Ms - Excel  
PowerPoint  
Google analytics (basic)

### Marketing:

Canva  
Google ads

### Technical skills:

SQL  
Python (basic)

## LANGUAGES

English (fluent)  
Malayalam (fluent)  
Hindi (fluent)  
Tamil

## ACHIEVEMENTS & ACTIVITIES

Member of Rotaract club  
NSS-yenepoya  
Eco club Active volunteer