

Akhilesh TATA VENKAT

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Education

EDHEC Business School – Lille, France

Aug 2025 – Aug 2028

Master's in Management (MiM) – Business Management

Relevant Courses: Marketing Management, Strategic Management, Graphic Design for Social Media

Amity University – Raipur, India

Aug 2019 – Jul 2022

Bachelor of Business Administration (BBA)

Relevant Courses: Digital Marketing, Consumer Behaviour, Advertising & Public Relations

Professional Experience

Axel Reports – Pune, India

Jul 2022 – Mar 2023

Social Media Marketing Intern

- **Boosted** organic reach by **20%** and user interaction by **15%** through curated social media content, demonstrating strong communication skills.
- **Achieved** high customer satisfaction by promptly responding to **500+** customers across multiple channels, showcasing interpersonal skills and thoroughness.
- **Improved** campaign performance metrics by **10%** using competitor insights and targeted content optimisations, including ad schedule refinements to maximise audience engagement.

Collegetips – Bhopal, India

May 2021 – Jun 2021

Social Media Marketing Intern

- **Implemented** an engaging campaign idea showcasing Intern success stories and user-generated content, resulting in a **25%** increase in "Life@collegetips" campaign engagement and a **15%** rise in website traffic through social media.
- **Crafted** a rebranding strategy for the "Digital Literacy Program" targeting the "Closing the Generation Gap" initiative, with interactive content and user-friendly design delivering a **20%** increase in sign-ups.
- **Elevated** the firm's Instagram followers by **20%** within a month through strategic content optimisation, hashtag research, and effective word-of-mouth marketing, significantly enhancing brand visibility and engagement.

Kohbee – Bengaluru, India

Feb 2021 – Apr 2021

Digital Marketing Intern

- **Identified** and qualified **50+** leads through diverse channels, including online directories, websites and email outreach, driving a **25%** leap in lead-to-customer conversion
- **Boosted** engagement by **30%** through captivating Canva designs for the company's new social media channel
- **Enhanced** Brand awareness by 20% through researching influencer trends and crafting an effective strategy.

Academic Projects

Marketing Growth Strategy for Oral-B Kids Electric Toothbrushes

Sept 2025 – Dec 2025

- **Synthesized** primary consumer research and secondary market data (Nielsen, Statista, UFSBD) to diagnose adoption barriers, shaping a go-to-market strategy projected to lift electric toothbrush penetration from **7%** to **15%**.
- **Established** the link between trust-building touchpoints and parental purchase confidence through consumer segmentation and positioning analysis, underscoring the role of credibility-driven messaging in driving product trial

Impact of Product Packaging on Consumer Buying Behavior

Mar 2022 – May 2022

- **Employed** quantitative methods to investigate the impact of product packaging on purchasing behaviour across demographics, uncovering the ability to attract attention, enhance brand identity by **30%**.
- **Unveiled** the link between effective packaging design and consumer perception of product quality through a comprehensive analysis of diverse consumer data, highlighting influence of packaging on purchasing behavior.

People's Perception Towards Social Media-Based Marketing

Aug 2021 – Oct 2021

- **Conducted** surveys to explore consumer perceptions towards social media-based marketing, specifically focusing on sponsored content, influencer marketing, and personalized advertising.
- **Utilized** the online tools, including SurveyMonkey, Google Forms, and social media platforms to gather data from diverse social media users, resulting in insights into consumer sentiments on different marketing approaches.

Skills

Language: English (Fluent), French (Intermediate)

IT Skills: Canva, Hootsuite, Mailchimp, Zapier, Google Sheets, Visme, MS Office, Adobe Photoshop

Certifications: Inside LVMH (LVMH, 2026), Microsoft Certified: Dynamics 365 Fundamentals CRM (2025); Google Digital Marketing & E-Commerce (Coursera, 2024); DMI Social Media Marketing in Practice (Coursera, 2024); Fundamentals of Digital Marketing (Google Digital Garage, 2023)