



MONIKA VAISHNAV



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Off-Campus Centre of IFHE

IBS®

ICFAI BUSINESS SCHOOL

BANGALORE

CAREER OBJECTIVE:

A motivated MBA (Marketing) graduate with hands-on experience in market research, consumer insight and go-to-market strategy, supported by strong communication, analytical and problem-solving skills. A confident team player who builds professional relationships easily and turns customer understanding into effective marketing decisions. Seeking a challenging role in a growth-focused organization where I can contribute to brand positioning and business growth while developing into a well-rounded marketing professional.

ACADEMIC BACKGROUND:

Qualification	Course & Specialization	College/Institute Name	Board/University	Year of Passing	% Marks/ CGPA
MBA	B2B Marketing / BIA	ICFAI Business School, Bangalore	IFHE	2027	8.23 (CGPA)
M. Pharma	Pharmaceutical Chemistry	Maharishi Arvind College of Pharmacy, Jaipur	RUHS	2023	7.7 (CGPA)
B. Pharma	Pharmacy	Shree Balaji College of Pharmacy, Jaipur	RUHS	2021	69%
XII	Bio / Science	Choudhary Public Senior Sec. School, Jaipur	RBSE	2016	72.80%
X		Choudhary Public Senior Sec. School, Jaipur	RBSE	2014	73.50%

DOMAIN(S)/SPECIALISATION :

- Marketing

TECHNICAL SKILLS:

- MS Excel & PowerPoint
- Power BI
- SEO, Google Ads & Digital Marketing
- Social Media Marketing (Meta, Pinterest, Canva)
- Claude Code

NON-TECHNICAL SKILLS:

- Time & Project Management
- Communication & Storytelling
- Team Leadership & Collaboration

STRENGTHS:

- Creative & idea-driven
- Strong analytical & research mindset

SUMMER INTERNSHIP PROGRAM (MBA-2022-24):

Company Name	Iresh Consultants
Project Title	Integrated Business Growth Strategy for Textile and Consumer Sector
Duration	12 Weeks (3 Months) Location : Bangalore

Key Learnings outcomes/ Takeaways:

- Built the end-to-end go-to-market strategy for a D2C brand's premium Makhana launch, owning it from market research to a market-ready plan.
- Turn scattered data into a single clear customer insight and convert it into concrete marketing decisions.
- Ran secondary research and primary consumer surveys, then applied the STP framework, 4P marketing mix and three product levels to define positioning and the value proposition.
- Developed a product from research to a launch-ready strategy driven by strong customer insight.
- Delivered the consumer survey findings and positioning plan and contributed to the launch campaign.

- Customer-centric thinking
- Adaptable and a quick learner
- Self-motivated and dependable under deadlines

INTERESTS & HOBBIES:

- Content Creation (blogging & social media)
- Volunteering & Event Organization
- Yoga & Meditation
- Kathak Dance

LANGUAGES KNOWN:

- English – Read, Write, Speak
- Hindi – Read, Write, Speak

PERSONAL INFORMATION:

DOB: 16th March 1999

DOMICILE STATE: Rajasthan

DOMICILE CITY: Jaipur

GENDER: Female

MARTITAL STATUS: Single

- Conducted market research on the Indian textile and consumer sector sizing the market and analyzing demand trends, competition and growth opportunities.
- Turned the research into clear growth recommendations, improving my ability to understand a sector and identify what drives its growth.

ADDITIONAL QUALIFICATIONS & CERTIFICATIONS UNDERTAKEN:

- Google Digital Marketing & E-commerce Professional Certificate – Coursera
- Power BI – IBS
- Bloomberg Finance Fundamentals Course Certification
- Meta Social Media Marketing – Coursera

OTHER PROJECTS UNDERTAKEN

- Content Marketing – Pinterest: Built and manage a Pinterest account generating 3 lakh+ monthly views through organic, SEO-driven pin content.
- Makhana Brand Campaign: Developing an extended marketing campaign for the D2C Makhana brand from my SIP, building on the go-to-market strategy with content and promotion ideas.

EXTRA CURRICULAR ACTIVITIES:

- Participated in the 1st international conference on marketing by AIMA and the ICFAI foundation for higher education, Bangalore.
- Participated in Manthan 2025, the intra-college management fest at ICFAI business school, Bangalore.
- Took part in the marketing launchpad at IBS Bangalore.
- Awarded a certificate of appreciation for active participation in Taraksh 2026 – Niti Swarajyam, ICFAI Bangalore.

MAJOR ACHIEVEMENTS:

- Head of the IT Club at IBS Bangalore.
- Represented IBS at various college-level events in Bangalore.
- APTICON-2018: Volunteered at the 23rd Annual National Convention of the Association of Pharmaceutical Teachers of India, Swami Keshvanand Institute of Pharmacy, Jaipur.
- Participated in the International Conference on “Fostering High-Quality Clinical Research for a Healthier World,” organized by NIMS Institute of Pharmacy, NIMS University, Jaipur.