

Vishnu Dev

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PROFESSIONAL SUMMARY

MBA candidate specializing in **Marketing & Operations** with hands-on experience in **retail marketing, customer engagement, and brand promotion** at Reliance Trends. Proficient in **content creation, digital marketing, and social media management** with strong skills in **Canva, data-driven decision-making, and CRM tools**. Passionate about **community engagement, social media trends, and building compelling digital brand presence** for fast-paced hospitality and lifestyle brands.

PROFESSIONAL EXPERIENCE

Marketing Intern – Retail Marketing & Customer Engagement 2025
Reliance Trends, Kerala, India

- Executed **in-store marketing campaigns** and **promotional strategies**, driving **customer engagement** and supporting sales conversion across channels.
- Assisted in **visual merchandising** and **brand promotion** activities aligned with brand standards, enhancing store presentation and **customer experience**.
- Managed **telemarketing campaigns** and follow-ups, contributing to **lead generation** and customer retention – skills directly applicable to **community management** and audience outreach.
- Analyzed **customer feedback** and behavioral patterns to generate insights, supporting data-driven improvements in **marketing effectiveness**.
- Coordinated **omnichannel operations** (Ajio order fulfillment) and resolved customer queries, demonstrating strong **communication skills**.
- Maintained sales data and created **performance reports** using **Excel**, tracking **KPIs** and store-level metrics – experience transferable to **social media analytics** and **performance tracking**.

ACADEMIC PROJECT

A Study on Job Satisfaction Factors among KMML Employees 2024–2025

- Conducted primary research using **surveys and data analysis**, deriving actionable insights for **organizational communication** and engagement.
- Provided recommendations to enhance **internal marketing practices** and employee engagement – skills aligned with **audience engagement** strategies.

EDUCATION

Master of Business Administration (MBA) – Marketing & Operations *Expected 2027*
LEAD College of Management, Calicut University

Relevant Coursework: **Marketing Analytics**, Consumer Behavior, **Business Intelligence**, Strategic Management

Bachelor of Commerce (B.Com) – Computer Applications 2022–2025
Kerala University

Strong foundation in business, accounting, and database systems

SKILLS

Social Media & Digital Marketing: **Instagram, Facebook, LinkedIn, YouTube; Content Planning & Posting, Reels & Stories Creation, Community Engagement, Campaign Execution**

Content & Design Tools: **Canva, MS Office, Visual Storytelling, Brand-aligned content design**

Analytics & Reporting: **Advanced Excel, Power BI, Tableau, KPI Tracking, Performance Metrics, Zoho CRM**

Technical: **SQL (Basic), Python (Basic), Tally ERP**

Core Skills: **Creative Thinking, Communication, Trend Awareness, Analytical Thinking, Leadership, Team Collaboration**

CERTIFICATIONS

- **Digital Marketing Certification** – Business Toys
- **Lean Six Sigma Certification** – KPMG
- **Employability Skills Training** – Mahindra Pride Classroom (Naandi Foundation)
- **Wadhvani Foundation Certification**

LANGUAGES

English (Professional) | **Malayalam** (Native) | **Hindi** (Intermediate)