

TISTA BELEL

Marketing

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SUMMARY

Recent graduate with a Bachelor's degree in Mass Media and Communication and a strong interest in digital marketing, brand communication, and content strategy. A detail-oriented and proactive fresher with hands-on experience in marketing, event promotions, content ideation, and social media support through internships and college-led projects. Skilled in communication, campaign coordination, market research, and content planning. Seeking an entry-level opportunity in marketing to contribute creatively, learn rapidly, and grow within a dynamic organization.

WORK EXPERIENCE

Marketing Intern

- A'Star Jewellery | Mumbai, India | Internship
- Assisted in the execution of day-to-day marketing activities and brand communication initiatives
- Supported content planning and social media post creation using Canva
- Conducted reference-based market research to support campaign ideas and content direction
- Assisted in developing marketing concepts aligned with brand positioning
- Helped organize and streamline data using Excel for internal marketing coordination
- Contributed creative inputs for digital engagement and promotional communication

PROJECT AND LEADERSHIP EXPERIENCE

- Marketing Lead – College Event: Led student promotions and event marketing execution.
- Public Relations Coordinator – College Event: Supported event communication and audience engagement.
- Hospitality Coordinator – College Event: Managed guest coordination and on-ground event support.
- Research Team Member – Comic Con India. Supported research and event coordination activities.

EDUCATION

Bachelor of Mass Media and Communication

Thakur College of Science and Commerce
Graduated | Mumbai, India

Higher Secondary Certificate (HSC)

S.M. Shetty College
Completed in 2023

Secondary School Certificate (SSC)

Divine Child High School
Completed in 2021

Additional Course Work

Diploma in Digital Marketing

KEY SKILLS

- Digital Marketing
- Content Marketing
- Social Media Coordination
- Brand Communication
- Market Research
- Content Planning
- Canva
- Microsoft Excel
- Communication Skills
- Team Collaboration