

Mohit Yadav

INTERNSHIP CV — MARKETING

+91 98765 43210 · mohit.yadav@email.com · Lucknow, India · linkedin.com/in/mohityadav

SUMMARY

BBA student with a knack for content and community building. Looking for a summer marketing internship where I can write, plan campaigns and learn from data.

EXPERIENCE

Social Media Volunteer

2025

Asha Foundation (NGO), Lucknow

- Planned and posted content three times a week on Instagram.
- Grew followers from 1,200 to 4,800 in six months.
- Wrote donor stories that raised ₹1.2 lakh for a school library.

Campus Ambassador

2024 — 2025

StudySprint (edtech start-up)

- Signed up 350 students through workshops and WhatsApp groups.
- Ranked in the top 10 of 200 ambassadors nationally.
- Collected feedback that shaped the app's Hindi version.

Event Lead

2025

College Management Fest

- Led a team of 15 for a 2-day fest with 1,500 visitors.
- Secured ₹80,000 in sponsorship from local businesses.
- Ran the fest's Instagram and posters.

EDUCATION

BBA (pursuing)

2024 — 2027

College of Commerce, Lucknow · CGPA 8.4 / 10

Class XII (CBSE), Commerce

2024

City Montessori Academy, Lucknow · 91%

SKILLS

Canva · Instagram · Copywriting · Excel · Public speaking · Google Analytics · Meta Ads basics

CERTIFICATIONS

- Google Digital Marketing Fundamentals
- HubSpot Content Marketing

LANGUAGES & CERTIFICATIONS

Languages: Hindi, English