

VANSHIKA MUNJAL

Aspiring Brand Manager | Marketing Strategy & Brand Communication | MBA/PGDM (Marketing)

vanshika.2000munjal@gmail.com | +91-7011624821 | linkedin.com/in/vanshika-munjali

PROFESSIONAL SUMMARY

Marketing-focused MBA/PGDM candidate with hands-on experience across brand communication, digital campaign strategy, and integrated marketing communications gained through advertising-agency, political-campaign, and government-consulting engagements. Skilled at translating consumer insights and market research (STP, SWOT, PESTEL, Porter's Five Forces) into brand positioning, brand awareness, and go-to-market recommendations. Builds cross-functional stakeholder management and project-execution skills through experience leading teams of 100+ and managing employer branding and talent-acquisition processes. Analytical and creative, with a growing toolkit in Gen-AI-assisted content creation, CRM, and campaign reporting. Seeking a Brand Management Internship to apply insight-driven thinking to building and growing consumer brands.

CORE SKILLS

Brand & Marketing Strategy: Brand Strategy, Brand Positioning, Brand Communication, Integrated Marketing Communications (IMC), Campaign Strategy, Campaign Management, Go-to-Market Strategy, Product Launch Support, Political Campaign Strategy

Consumer Insights & Research: Consumer Behavior, Consumer Psychology, Market Research, Data Analysis, Competitive Analysis, Segmentation & Target Audience, STP / SWOT / PESTEL / Porter's Five Forces

Digital & Content Marketing: Digital Marketing, Social Media Marketing, Content Marketing & Storytelling, Brand Awareness Building, PR & Stakeholder Relations, LinkedIn Community Management

Business & Analytical Tools: Excel, Canva, CRM, Generative AI Tools (Prompt Engineering)

Project & People Management: Stakeholder Management, Cross-Functional Collaboration, People & Team Management, Talent Acquisition & Onboarding, Process Improvement & Operations Automation

Soft Skills: Strategic Thinking, Analytical Problem-Solving, Written Communication, Adaptability, Ownership

INTERSHIPS

Marketing Strategy Intern — Yellow Straw Advertising Agency (Partnered with Anthropic Advertising) *May-june(2026)*

- Developed an integrated digital campaign strategy for Sakarni, a paint brand, defining brand positioning, audience segmentation, and multi-channel activation across platforms to strengthen category differentiation.
- Crafted brand storytelling and narrative content for JK Tyres, translating brand equity pillars into consumer-facing content that reinforced credibility and drove engagement across digital platforms.
- Led communications, PR, and digital strategy for a state-level political campaign (Punjab elections) working with PUNJAB CONGRESS, managing public image, message positioning, and multi-channel outreach for a high-visibility client under tight timelines.
- Collaborated cross-functionally on integrated marketing communications (IMC) strategies spanning social media, content marketing, and stakeholder communication for multiple client brands, ensuring consistent brand voice across channels.

CEO-to-Intern | Strategy & Operations — MJ Marketing Consultancy

April-May (2026)

- Directed strategy and daily operations for a 100–150 member team, translating leadership priorities into execution plans and building cross-functional project management skills transferable to brand and marketing operations.
- Served as strategic liaison between the CEO and cross-functional teams, coordinating priorities across multiple organizational levels — a stakeholder management capability core to brand roles spanning sales, R&D, and agency partners.
- Spearheaded a full-scale operations automation initiative, migrating the team from WhatsApp to Slack and independently designing the new workflow infrastructure, improving hours of time in team coordination.
- Conducted interviews and supported talent acquisition, applying structured evaluation criteria to hiring decisions.

Research & Strategy Consultant (White Paper) — Government of India, One District One Product (ODOP) Scheme *2025*

- Co-authored a Government of India white paper on the ODOP scheme, conducting market research to assess product-market potential across [add number] districts — applying market research and consumer-insight methods core to brand strategy roles.
- Diagnosed systemic gaps in product development, distribution, and market linkage for district-level products, and proposed actionable, business-ready recommendations to policymakers.
- Benchmarked the ODOP scheme against global best-practice models across [add number] countries, translating competitive analysis into practical recommendations for the Indian market.

Marketing Intern — Hradiance Foundation

Nov 2025 – Jan 2026

- Planned and hosted a major corporate conference end-to-end, managing guest experience and on-site PR to deliver a seamless stakeholder experience for [add attendee count] attendees.
- Authored 5+ thought leadership and brand communication pieces, strengthening the firm's digital brand authority and content marketing presence.
- Built and executed a LinkedIn content and community engagement strategy, through curated storytelling and proactive community management.

WORK EXPERIENCE

Human Resource Associate — Golden Peacock Overseas Ltd.

Aug 2021 – Jul 2023

- Managed end-to-end recruitment for 100+ blue-collar and 10+ white-collar positions, reducing average hiring turnaround time by 25% through improved sourcing and process design.
- Streamlined candidate sourcing and structured interview processes across leading job portals, applying data-driven decision-making to improve hiring quality and speed.
- Facilitated onboarding for 100+ new employees through standardized joining procedures and orientation sessions, contributing to a consistent employer brand experience from candidate to new hire.
- Managed employee exit formalities and full & final settlements in compliance with organizational policy, demonstrating attention to detail and stakeholder management.

ACADEMIC PROJECTS

Consumer Buying Behavior: Cetaphil

- Analyzed Cetaphil's competitive positioning in the premium skincare category using Porter's Five Forces, SWOT, PESTEL, and STP frameworks, translating findings into strategic recommendations on brand and product positioning.
- Evaluated consumer buying behavior to identify key drivers of brand loyalty and brand equity in the premium skincare segment, applying consumer psychology principles to marketing strategy.

Multi-Modal Portfolio Analysis: Bella Vita

- Applied Generative AI tools, including prompt engineering, to support strategic marketing ideation and content creation for a multi-modal brand portfolio analysis.

EDUCATION

PGDM — Jaipuria Institute of Management, Noida 8.25 CGPA	2025–27
BBA — JIMS Kalkaji, IP University, Delhi 8.93/10.00	2021
Class XII — S.R.D.A.V Public School, Delhi 75.20%	2018
Class X — S.R.D.A.V Public School, Delhi 10.0/10.00	2016

CAMPUS ROLES & LEADERSHIP

- Coordinated campus placement activities, career workshops, and recruiter engagement as part of the Career Management Cell, managing stakeholder communication across students, alumni, and recruiting companies.
- Contributed to marketing campaigns, sponsorship outreach, and event promotions for INVICTUS (Marketing Committee), supporting campaign planning and brand visibility for institute events.
- Served as Coordinator for SEEDS – International Research Conference (Thailand, Dec 2025), managing end-to-end event logistics, participant coordination, and delegate communications.
- Supported planning and execution of HR-focused events, ensuring smooth cross-functional coordination within the HR Committee.

ACHIEVEMENTS & EXTRA-CURRICULARS

- Competition Wins: Winner, Inter-College Business Plan Competition, KIET Institute of Technology (Feb 2026, Cash Prize); First Prize, Buil-o-Brand Competition, CEI Jaipuria (Dec 2025); Second Prize, 'La Casa De Budget' Competition (Feb 2026); Second Prize, Human Skill Auction Competition (Feb 2026); First Runner-Up, Crisis Cabinet Competition: Strategic Simulation of International Marketing (Sep 2025) — all at Jaipuria Institute of Management unless noted.
- Recognition: Top Performer – Gold Medal, Book Review Competition (Jul 2025); Audience Impact Award Winner (₹4,000 cash coupons), Business Orientation Project (Jul 2025).
- Event Leadership: Organized the 16th Annual Marketing Conclave, “From Cold Calls to Consumer Journeys,” featuring leaders from Red Bull, Carrier, and PepsiCo (2025); Core Team Member, Jaipuria Annual Management Conclave (Feb 2026).