DHARANI HOSUR

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SUMMARY

I'm a people focused, impact driven student interested in **HR, marketing, branding, research, and management.** I love understanding what motivates people and using that insight to build strong teams, meaningful brands, and smart strategies. I'm quick to learn, easy to collaborate with, and always ready to turn ideas into real results. Looking for opportunities to grow, contribute, and bring fresh energy wherever I work.

WORK EXPERIENCE

Apex Fashion Lab - Cohort management Intern **Dec 2025 - Present**

- Manage and support cohort members, including hosting sessions and coordinating communication before, during, and after.
- Collect and organize feedback to improve the cohort experience and streamline session flow.
- Conduct research and create newsletters, brand/designer spotlights, and other content pieces.
- Assist with coordination, branding, and additional content or operational tasks as needed.

BuyFromRural - Social Media and Digital Marketing Intern **Sep 2025 - Nov 2025**

- Planned content, managed the social media team, and created banners for the website and campaigns.
- Ran digital awareness ads that reached 4 million+ people with a cost-per-result of just ₹1.6.
- Executed sales-focused campaigns that generated ₹50,000 in revenue within 14 days.
- Supported the overall digital marketing strategy to boost brand visibility and audience engagement.

HRH Next services - Customer Support Associate **Oct 2023 - Nov 2024**

- Resolved delivery partners' issues through support tickets during the initial three months.
- Handled and responded to delivery partners' email queries.
- Ensured timely and accurate communication for effective issue resolution.

EDUCATION

PW IOI – School of Management **Oct 2024 – 2028**

- Entrepreneurship and tech management

Manipal University Jaipur **2024 – 2027**

- Bachelor of Business Administration (BBA)

Class XII- PCM **2019 – 2021**

- Score: 70%

PROJECTS

Woolzy Shop | Digital Marketing Project

- Conceptualized and positioned a handmade crochet & plush toy brand, focusing on gifting and comfort-driven consumer appeal.
- Ran a **3-day digital marketing campaign**, tracking key metrics such as reach, engagement rate, CTR, and conversions.
- Analyzed campaign data to identify content performance, audience behavior, and optimization insights for future scaling.

Quirky Store | Last mile -Sem 1

- Launched a 2-day hostel pop-up store, selling stationery and novelty items.
- Got ₹7,000 funding and generated **₹22,000** in revenue (3× ROI).
- Handled pricing, sales strategy, and customer interaction to maximize short-term revenue.

Hot Poha | Last mile -Sem 2

- Built a quick, affordable comfort-food brand concept targeted at hostel residents.
- Generated **₹16,000** in revenue through on-ground sales within a closed campus market.
- Achieved strong **brand visibility** and repeat demand, positioning it as an alternative food option in the hostel.

ALIGN Branding | Co-Founder / Brand Strategist

- Co-founded a branding and social media agency, delivering branding, content strategy, and growth execution for 2 clients.
- Led a 3-member team, managing end-to-end content production (20–30 organic posts/month).
- Drove **₹2.5 lakh+** revenue and 2× sales growth in 2 months for a client through audience-centric content strategy.

SKILLS

- Microsoft Excel & Google Sheets
- Digital & Social Media Marketing
- Data Tracking & Reporting
- Community Management
- Strategic Topic Research
- Branding & Brand Positioning
- Website Audit & Performance Analysis
- Corporate communications.

LANGUAGES

- English
- Hindi
- Telugu

Proof Of Work