

ANJALI RAJENDRAKUMAR SHENOI

MARKETING COMMUNICATIONS INTERN

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 RENNES, FRANCE



EXPERIENCE

CDA ACADEMY – Digital Marketing Intern

May 2025- July 2025

- Created Social Media Campaigns and evaluated the performances using Google Analytics and Meta Business Suite
- Conducted Keyword Research and developed strategies for SEO.
- Ran targeted Meta Ads and Google Ads campaigns to drive traffic to a brand website, focusing on optimizing reach, CTR, and CPC. Created ad creatives, defined audience segments, A/B tested formats, and monitored performance through Meta Business Suite and Google Ads dashboard.

EXTRA CURRICULAR ACTIVITIES

Student Representative

- Selected as student representative for three consecutive years at the college.
- Organised and Co-ordinated various activities and fests.
- Ensured effective communication between the students and the faculties.

National Service Scheme Volunteer

- Participated in Community Services and Social Welfare
- Worked on cleanliness drives, tree plantation drives and other environmental activities.

CERTIFICATIONS

- **Creation and branding, Retail and Customer Experience-** Inside LVMH
- **Certified Digital Marketing Course**
- **Content Marketing**
- **Meta Blueprint**
- **Google Ads Certification**
- **Fundamental of Digital Marketing**
- **HubSpot**

PROFILE

Creative and results-driven Master's student in Luxury Marketing and Brand Management and a Certified Digital Marketer, passionate about storytelling, digital engagement, and brand innovation. Skilled in crafting compelling campaigns and communication strategies that connect brands with audiences. Seeking mandatory Internship opportunities, aspiring to build a career in Marketing and Communication.

EDUCATION

MSc. in Luxury Marketing and Brand Management | 2024-2025 (Pursuing)

RENNES SCHOOL OF BUSINESS

Relevant Coursework: - Contemporary Brand Management, Advanced Brand Management, Luxury Marketing Strategy, Consumer Behaviour in a Sustainable Environment.

B. Com Finance and Taxation | 2020-2023

MAHATMA GANDHI UNIVERSITY

SKILLS

Marketing Skills: Brand Strategy, Marketing Research, Digital Marketing, Content Creation, SEO

Analytical Skills: Competitive Analysis, Trend Forecasting, Market Research

Technical Skills: Canva, Google Analytics, Google Trends, WordPress & Web Design

Soft Skills: Creativity, Communication, Relationship building, Cultural awareness, Teamwork, Leadership

LANGUAGES

ENGLISH – FLUENT

FRENCH – A1-A2