

# Diya Desai

B.B.A Final Year Student | Marketing

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## Objective

Motivated and creative individual currently in the final year of Business Administration specializing in marketing. Experienced in business development through an internship involving lead generation, client interaction, and business communication. Skilled in digital marketing and engagement, applying a creative approach to sales strategies while remaining adaptable to changing environments. Seeking an opportunity that provides hands-on experience and exposure to sharpen my skills and contribute effectively to organizational growth.

## Education

**BANASTHALI VIDYAPITH – JAIPUR, RAJASTHAN**

**MAY'2026**

Bachelor of Business Administration, Marketing; CGPA: 7.68

**SHARDAYATAN HIGH SCHOOL – SURAT, GUJARAT**

**MAY'2023**

ARTS, 60%

**C.C SHAH SARVAJANIK ENGLISH HIGH SCHOOL**

**MAY'2020**

10<sup>th</sup>, 63%

## Skills

- Market Research & Analysis
- Business Development & Lead Generation
- Client Relationship Management
- Email Marketing Campaigns
- SEO & SEM Basics
- Canva (Creative Design & Branding)
- CRM Tools & Sales Outreach
- Negotiation & Persuasion
- Presentation & Business Communication

## Experience

**SNB Innovations, Ahmedabad (Marketing & Business Development Intern) May 2025 – July 2025**

- Conducted Startup and Industry to Identify Market Opportunities
- Generated 400+ leads through email and LinkedIn messaging campaigns
- Executed LinkedIn Prospecting, cold outreach, and cold calling with effective pitch script
- Performed Product Demos to Potential clients, showcasing Key features and benefits
- Managed data scraping and accurate CRM Updates
- Engaged Clients Through Social Media Messaging and Direct Interactions
- Gained Hands-on Exposure to real client Interactions, Sales Processes, and campaign Tracking

## Certifications

- SEO Beginner to Advanced, Learn Vern
- Digital Marketing Course, Udemy
- Excel Beginner to Advanced, Udemy
- Nandi Foundation Employability Skill Development Certificate, 36 Hours Course By Mahindra Pride Classroom
- Content Marketing Course, Learn Vern

## Linkedin

[www.linkedin.com/in/DiyaDesai06](https://www.linkedin.com/in/DiyaDesai06)