KARTHIK IYER

MBA MARKETING GRADUATE | MARKET RESEARCH AND RETAIL ANALYTICS

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PROFESSIONAL SUMMARY

MBA marketing graduate with a mechanical engineering background who surveyed 24 retail outlets during a summer internship at a beverage distributor and led a 210-response brand awareness study for a local dairy. Seeking a marketing or brand management trainee role.

EDUCATION

MBA, Marketing, Greenfield Institute of Management, Chennai — Jun 2026
CGPA 7.92 / 10. Electives: Marketing Research, Consumer Behaviour, Brand Management, Retail Analytics

B.E., Mechanical Engineering, Coastal College of Engineering, Chennai — May 2024
CGPA 7.40 / 10

INTERNSHIP EXPERIENCE

Marketing Intern, Coastline Beverages Pvt. Ltd., Chennai — Apr 2025 - Jun 2025

- Visited 24 retail outlets to record shelf placement and competitor prices for six products and summarized the findings in a 10-slide deck for the regional sales manager.
- Found that 9 of the 24 outlets kept the product below eye level, and the sales team changed the display in six of them on the next visit.
- Built an Excel tracker of weekly secondary sales for 40 outlets and flagged four outlets with falling orders.
- Drafted the copy for two in-store posters that the brand manager reviewed and approved.

LIVE PROJECTS

Brand Awareness Study for a Local Dairy, Marketing Research course — Oct 2025 - Dec 2025

- Led a team of four that collected 210 survey responses and held 12 customer interviews, then analyzed brand recall and price perception in Excel.
- Recommended a 500 ml pack and sampling near schools, and presented the plan to the dairy owner, who agreed to pilot the pack in 10 stores.

LEADERSHIP AND ACTIVITIES

Marketing Head, Management Club, Greenfield Institute of Management — Jul 2025 - Mar 2026

- Led an eight-member team that promoted the annual management fest through Instagram and WhatsApp groups, and registrations rose from 180 to 260 compared with the year before.

Volunteer Coordinator, Placement Committee, Greenfield Institute of Management — Aug 2025 - Feb 2026

- Built the interview schedule for 18 visiting companies and 120 students in a shared sheet and updated it each morning during the placement week.

SKILLS AND CERTIFICATIONS

Marketing: Market research, survey design, consumer insights, competitor analysis, brand positioning basics

Tools: Excel (PivotTables, charts), Google Forms, Google Analytics, Power BI (basic), PowerPoint

Languages: English, Tamil, Hindi

Certification: Google Analytics Certification, Google (2026)