

ARUNIMA SANTHOSH

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PROFESSIONAL SUMMARY

Motivated and detail-oriented MBA graduate with strong foundation in financial accounting, bookkeeping, and Excel-based reporting. Experienced in managing data, budgets, and performance metrics through prior Digital Marketing role. Eager to apply accounting knowledge, develop analytical skills, and grow professionally while contributing to accurate financial operations.

PROFESSIONAL EXPERIENCE

Digital Marketing Executive July-December 2025
Nikshan Electronics (Kannur, Kerala, India) 6 Months

- Analyzed campaign performance data and prepared monthly budgets.
- Assisted in running Meta Ad Campaigns to generate high leads.
- Managed Social Media Marketing to ensure high engagement of audience.
- Managed WhatsApp, RCS and SMS Campaigns to generate leads and coordinated with Tele-Sales Team.
- Participated in weekly and monthly meetings with Coordinators and Managers.

Finance Intern March – May 2025
Jashanmal and Sons B.S.C (Seef, Bahrain) 2 Months

- Assisted in preparing payment invoices in ORACLE Accounting Software.
- Assisted in analyzing and processing accounts receivables to ensure timely payment receipts.
- Performed bank and account reconciliations to ensure data accuracy.
- Assisted senior accountants with audit and compliance requirements.
- Prepared a project report by analyzing the financial performance of the company.

CORE TECHNICAL SKILLS

- Microsoft Excel (VLOOKUP/Pivot Table/Formulas)
- Microsoft Word
- Microsoft PowerPoint
- Accounting Software (SAP FICO/Tally Prime/ORACLE)
- Google Sheets

SOFT SKILLS

- Communication skills
- Analytical Skills
- Presentation skills

EDUCATION

- **Master of Business Administration (Finance and Marketing)** 2023-2025
Institute of Technology, Mayyil, Kannur, Kerala, India
- **Bachelor of Commerce (Co-operation)** 2020-2023
ITM College of Arts and Science, Kannur, Kerala, India
- **Senior Secondary Education** 2018-2020
Sree Narayana Vidya Mandir Senior Secondary School, Kannur, Kerala, India
- **Secondary Education** 2016-2018
The Indian School, Kingdom of Bahrain

CERTIFICATIONS

- **Microsoft Excel and Tally ERP with GST** Under Avodha Education
- **FinTech** Under Great learning
- **Web Analytics** Under Accenture
- **Virtual Data Analysis Internship** Under Deloitte
- **SAP FICO** Under Almis Academy

ACADEMIC PROJECTS

- **Organizational Study on Pappinisseri Co-operative Tiles**
Studied about the Company, its working and overall performance.
Analyzed the problems and proposed solutions to the members of the company.
- **Customer Satisfaction with reference to Flipkart in Pappinisseri Panchayath**
Performed survey regarding the topic.
Analyzed the details and generated conclusions by data visualization.
- **Financial Performance Analysis of Jashanmal and Sons, Kingdom of Bahrain**
Analyzed its financial performance using ratio analysis.