



Muskan Jalan

Hi! I am a Researcher with a background in communication studies, Account Management/Marketing & Strategy

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Internship Experience

PUNT PARTNERS

Market Research & Strategy Intern/Jan 2024-March 2024

Portfolio link

Worked on various market research projects
Was involved with planning and executing primary and secondary Brand research and strategy Example - Utec/Vh /Godrej/ Keya
Also worked on their reports for the same

Collective Artist Network

Ux Research Intern./Oct 2022 - April 2023

Portfolio link

Work with field teams to manage end-to-end facilitation of quantitative research projects Moderate in-person and remote in-depth interviews and usability tests to uncover users pain-points, and needs Synthesize data and deliver actionable insights, comprehensive reports and presentations to key stakeholders to enhance the overall user experience of the Website

Beeing Social

Account Executive Intern / March - Sep 2022

Managed online campaigns for various clients, effectively driving brand awareness and engagement Worked on various brands - Park avenue , saswant , rpm , welex ,financepeer Acted as a main point of contact between the agency and client. Maintained daily interaction with client and internal teams. Ensured that projects are completed on time and within budget. Worked on monthly reports, competitive analysis , orm for brands like park avenue and saswant Content strategy for Welex which are currently live on social media channels of the brands Conducting research and evaluating the quality and reachability of digital content through metrics such as followers, likes, and engagement Conducting google Ad search Using tools like Fanpagekarma , Slack ,Publier

The Minimalist

Account & Strategy Intern /_Sep-Nov 2021

Crafted and executed comprehensive content strategies , Actively managed and curated content for Mahindra and Gill's India social media accounts, Conducted in-depth research to understand the target audience for each brand,Analyzed industry trends to inform content creation and social media planning, Generated creative and compelling copywriting for social media posts.

Research Skills



Facilitating & active listening
In-depth interviews | Usability testing



Collaboration & teamwork
Communication | Adaptability | Flexibility | Time management

Other Skills



Influencer Marketing
Creative Partnerships| Servicing| operations|, Campaign Reports



Tech Applications
Slack| Fanpagekarma| Teams| Publer| Hubspot | Mirosoft Software

Education

BMM in Mass Communication
Jai Hind College Mumbai / 2018-21