

Archana A



✉ archanaarumugam2003@gmail.com

☎ 9003134663

📍 Arani, Tamilnadu

PROFILE

Dynamic MBA student specializing in HR and Marketing, with hands-on experience in talent management, employee engagement, and digital marketing. Skilled in communication, teamwork, and problem-solving. Eager to drive organizational success through people-focused strategies and marketing insights.

EDUCATION

Master of Business Administration,
Easwari Engineering College
09/2024 – 03/2026 | Chennai, India

Bachelor of Commerce,
DKM College for Women
07/2021 – 04/2024 | Vellore, India
Graduated with 6 CGPA in B.Com

HSC, AIM Matriculation Higher Secondary School
06/2020 – 05/2021 | Arani, India
Graduated with 86% in HSC

SSLC, AIM Matriculation Higher Secondary School
06/2018 – 03/2019 | Arani, India
Graduated with 82% in SSLC

SKILLS

Communication Skills

Tally

Microsoft Office

Creativity

Excel Making

Teamwork

Adaptability

Collaborating

COURSES

Diploma in Computer Application, SRM Info Tech
07/2021 – 09/2021 | Arani

INTERNSHIP

Stay in Digital, Intern - Digital Marketing

05/2025 – 06/2025 | Chennai, India

I have learned how digital marketing enhances entrepreneurship and promotes inclusive and accessible learning. I have also learned how it supports local and small businesses in their digital transformation by leveraging tools such as social media, Google Ads, and local SEO

PUBLICATIONS

Relationship Between Financial Literacy and Saving Habits among Indian Youth, Hannah magdelene sarah J, Archana A, E S Stephen paul, Dr. V. P. Seena
2026

CONFERENCE

Research Paper Presentation, SRM Institute of Science and Technology-International conference(ICSSDOC 2026)
02/2026 – 02/2026 | Chennai
Presented a Research Paper titled "Role of Parents, Educators, Institutions in Promoting Mental Well-being in a Digitally connected society."

CERTIFICATES

Employability Skill Programme
The certificate was issued for the completion of "Employability Skill Programme" conducted by Mahindra Pride, Naandi Foundation from 2023 to 2024

Evolving Challenges and Trends in Commerce, Economics and Management
The certificate was issued for the participation in the International Conference on "Evolving Challenges and Trends in Commerce, Economics and Management" Organized by the Department of Commerce, Auxilium College, Vellore on February 1, 2024