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[portfolio.lumusrise.com](https://portfolio.lumusrise.com)

[Linkedin : - Click here](#)



**Muskan Agrawal**

My journey started with a simple curiosity, how do ideas turn into real results? That curiosity led me to work on research, planning, and execution-focused projects where coordination and follow-through matter. I enjoy bringing structure to work, supporting teams, and helping initiatives move from concept to completion.

## Experience:

### Founder's Office - Strategy & Growth

*Growthified | Sep 2024 - Jan 2026*

- Worked closely with founders on business strategy, go-to-market planning, and growth initiatives.
- Conducted market research, competitor analysis, and customer insights to identify opportunities.
- Coordinated cross-functional teams (marketing, sales, design) to ensure execution of initiatives.
- Built dashboards, reports, and trackers to monitor KPIs, timelines, and project health.
- Supported business development through lead research and outreach support.
- Prepared pitch decks, investor updates, internal reports, and leadership presentations.
- Managed execution plans, timelines, and weekly status reporting for ongoing initiatives.

### Digital Marketing Manager

*Veraz Technology | Bhubaneswar | Jun 2023 – Aug 2024*

- Collaborated with founders and stakeholders to deliver website and performance marketing projects
- Planned and executed Meta & Google Ads campaigns from strategy to optimization and reporting
- Managed multiple projects simultaneously, coordinating designers, content, and timelines
- Led and mentored junior designers, ensuring quality standards and on-time delivery
- Maintained project trackers, CRM updates, documentation, and calendars
- Prepared dashboards and presentations for leadership and client reviews

## Education:

**Bachelor of Arts (B.A, English Hons.)**

*Sambalpur University*

**Senior Secondary Education (Science)**

*Shashtriji Mahila Vidyaniketan (CHSE)*

## Licenses & Certifications:

**AI Enabled Advanced Digital Marketing Professional Program**

*AADME*

**Google Ads Search Certification**

*Google Digital Academy*

**Public Speaking Skills Professional Certificate**

*Toastmasters International*

**Google Project Management**

*Google Career*

## Skills:

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- Project Management
- Agile & Scrum Methodologies
- MS Excel / Google sheet
- Team Management
- Scheduling / Planning
- Attention to Detail
- JIRA
- CAPM
- Asana
- Trello
- Notion
- Slack
- Shotgrid
- Calendly
- Go-To-Market
- Google Workspace
- Microsoft Office
- PowerPoint
- Google Keyword Planner
- Meta ads / Google Ads
- Semrush
- Helium 10
- jungle scout
- Mailer Lite
- Chatgpt/Gemini
- Perplexity
- Canva