

MARIYA FIDVI

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| Bangalore



EDUCATION

- 2022-2025** **Sophia College for Women (Empowered Autonomous)**
Mumbai
University of Mumbai
BA, Economics (Statistics and English Literature till SY), 8.33 CGPA
- 2021-2022** **Bhavans Bhagwandas Purohit Vidya Mandir, Class 12th**
Nagpur, MH
CBSE, Commerce with Mathematics, 9.1 CGPA
- 2019-2020** **Modern School, Class 10th**
Nagpur
CBSE, 8.9 CGPA

VOLUNTEER EXPERIENCE

- 2023-2024** **Franciscan Missionaries of Mary Social Service Society**
Mumbai
Education & Fundraising Intern
- Planned and promoted NGO-led workshops to drive student participation, support, and skill development.
 - Taught multi-language syllabi to students from challenging backgrounds, aligning with their school curriculum.

ACHIEVEMENTS / POSITIONS OF RESPONSIBILITY

- 2025** **DeltaX** **Bengaluru**
Sales and Marketing Intern
- DeltaX is an enterprise-grade, full-stack cross-channel advertising platform that simplifies campaign execution through a suite of AI-powered creative automation solutions.*
- Led strategic conversations with senior decision-makers (CMOs, Digital Heads, Brand Managers) to understand challenges in creative workflows and position DeltaX's AI solutions as tailored, need-based offerings.
 - Created and delivered customized pitch decks, scope documents, and other client-specific materials, aligning product capabilities with diverse business objectives across industries.
 - Spearheaded B2B outreach initiatives, conducting cold outreach to top brands and agencies across India, Southeast Asia, the UK and the US.
 - Executed targeted LinkedIn and email marketing campaigns to engage high-potential accounts and drive awareness of DeltaX's offerings among key stakeholders.
 - Collaborated with internal teams to define project scopes, develop strategic proposals, and support budgeting and commercial discussions.
 - Represented DeltaX during campus engagements, introducing the company to students, conducting interviews, and leading onboarding sessions for new hires.
 - Worked extensively with large datasets on Excel/Google Sheets to track various metrics.
 - Helped in the development of collaterals, including case studies and one-pagers

2024-2025	Kaleidoscope Fest Head of team Marketing - Secured around ₹19 Lakhs in sponsorships from brands like Myntra, Monster, and Medimix, while managing budget allocation and implementing cost-cutting strategies to ensure maximum profit. - Created and led a team of 20 members, conducting online and offline meetings to ensure smooth coordination and communication. - Developed and executed brand activations over 5 months, enhancing sponsor visibility based on their contribution. - Managed the creation of data reports for brands, ensuring accurate tracking and sponsor deliverables. - Created tailored pitching decks for sponsors, aligning promotional strategies with varying sponsorship levels and maximizing brand exposure.	Sophia College (Autonomous)
2024-2025	Raell Padamsee's ACE Production House Mumbai Social Media Marketing and Operations Intern - Created social media content aligned with the organization's brand identity to enhance engagement and reach. - Coordinated and assisted in the execution of theatrical productions. - Organized files on Drive and managed data using Excel to optimize workflow and accessibility.	
2024-2025	Green Club Social Media Manager	Sophia College (Autonomous)
2023-2024	Rotaract Club Of Sophia College Social Media Director	Sophia College (Autonomous)
2023-2024	Kaleidoscope Fest Marketing Coordinator	Sophia College (Autonomous)
2022-2023	Munsophical Photography and videography OC	Sophia College (Autonomous)

ADDITIONAL SKILLS

TECHNICAL SKILLS

MS Excel (Intermediate), Canva (Advanced)

LANGUAGES

Hindi (Advance), English (Advance), Gujarati (Intermediate), Marathi (Beginner)

CERTIFICATIONS

Behavioural Economics For Public Policy

Introduction To Data Analysis Using Excel

Local Culture- Mumbai Meri Jaan

INTERESTS

Photography

Crochet

Traveling