



ANLIN CHERIYAN

MARKETING & HR

www.linkedin.com/in/anlincheriyan

Enthusiastic MBA student specializing in Marketing & HR with a strong foundation in finance and business strategy. Passionate about digital marketing, video editing, brand communication, and consumer behavior analysis.

PERSONAL DETAILS

Mobile No : +91 7012813356
Email ID : anlincheriyan2072@gmail.com
Place : Thrissur, Kerala
Nationality : Indian
Gender : Male
Marital Status : Single

ACADEMIC CREDENTIALS

Master of Business Administration 2024-26

- Marketing & HR
- Calicut University
- Sahrdaya institute of Management studies, Kodakkara, Thrissur

Bachelor of Commerce 2021-2024

- B.com in finance
- CGPA – 7.9
- Calicut University
- Christ College (autonomous) Irinjalakuda

Higher Secondary 2019-2021

- Percentage – 97.8
- Board of Higher secondary Examination, Kerala
- Commerce with computer application

RECOGNITION

- Honored with a trophy and cash prize for securing 91% in *Business Fundamentals for Entrepreneurs*, NPTEL (2025).

SOFTWARES KNOWN

- Priemer Pro (Basics)/Capcut
- TALLY PRIME
- SAP FICO
- MS Word
- MS Excel

LANGUAGES KNOWN

- English (Proficient)
- Malayalam (Native)
- Hindi (Beginner)

EXPERIENCE

Sales & Marketing Intern – Hykon India | Duration: 2 Months

- Assisted in sales and marketing activities, customer interaction, lead generation, follow-ups, promotional activities, and customer relationship management.

Finance Intern – Y Mall, Tripprayar | Duration: 2 Months

- Assisted in maintaining financial records, recording transactions using SAP, tracking daily expenses, supporting financial reporting, and ensuring data confidentiality.

Digital Marketing & Website Lead – Meraki Management Fest

Sahrdaya Institute of Management Studies

<https://www.merakisahrdaya.com/>

- Designed and launched the official fest website, created promotional video content for social media, and managed targeted Meta ad campaigns to increase registrations and overall visibility.

Freelance Video Editor & Digital Content Creator

<https://www.instagram.com/ft.anlin> (portfolio)

- Created promotional and social media videos for college events and local businesses, handling shooting, editing, and client coordination independently.

CERTIFICATIONS

- Diploma in International Corporate Accounts and Management (DICAM) (2024)
- SAP in Finance & Controlling (2024)
- Microsoft Office Specialist Expert in Excel (2024)
- Business Fundamentals for Entrepreneurs (NPTEL) (2025)

ROLES AND RESPONSIBILITIES

NCC Cadet (B & C Certificate Holder) (2019-2024)

- Participated in drills, camps, and leadership training programs; developed discipline and teamwork skills; represented the institution in community initiatives; successfully completed 'B' and 'C' certifications.

Paper Recycling Unit Member, Christ College (2021-2024)

- Worked in the college's startup recycling initiative, transforming waste paper into writing pads and files and marketing them to various enterprises.