

ACADEMIC PROFILE			
PGDM - Marketing	7.2 CGPA	Jagdish Sheth School of Management, Bengaluru	2024
B. Voc – Sales and Marketing	76.00%	Tata Institute of Social Sciences, Rajkot	2021
Class XII (GSEB)	76.00%	Parth Vidyalaya, Rajkot	2018
Class X (GSEB)	86.00%	Parth Vidyalaya, Rajkot	2016
AREAS OF STUDY			
B2B Marketing, Sales & Distribution Management, E-Commerce Category Management, Digital Marketing, Social Media Marketing, UX Design, Market Research, Marketing Management			
WORK EXPERIENCE			25 Months
HDFC Bank, Rajkot	Asset Co-Ordinator	February 2020 - April 2022	
<ul style="list-style-type: none"> At HDFC Bank, as an Asset Coordinator in the Merchant Service Department, I managed assets worth over ₹30 lakhs, including swipe machines. My role involved coordinating a team of 20-25 service engineers, assigning tasks, and ensuring their completion within deadlines. I was responsible for data management, performing daily follow-ups, and updating the system. Additionally, I provided after-sales service and resolved merchant complaints in a timely manner. This experience honed my skills in customer service, team coordination, data management, problem-solving, workflow optimization. 			
INTERNSHIP(S)			19 Month
Bitbuilders Technologies PVT LTD	Social Media Marketing Intern	August 2024 – Present	
<ul style="list-style-type: none"> Gaining hands-on experience in SEO by utilizing tools like Google Keyword Planner and SEMrush, leading to optimized keywords to improve search engine rankings for the company's website. Enhanced my understanding of website optimization and user experience (UX) design by recommending user-friendly graphic ideas, addressing website glitches, and improving site responsiveness. Refined content creation skills by producing engaging and targeted content that resonated with the audience so that it increased the presence on digital platform. 			
Shyam Advisory, Rajkot	Customer Care Executive	July 2018 – February, 2020	
<ul style="list-style-type: none"> Internship experience honed my sales and customer service skills. Successfully generated leads through proactive cold calling, effectively converting prospects into long-term customers, and contributing to significant revenue growth for the company. Provided exceptional after-sales service, ensuring high customer satisfaction and fostering strong client relationships. I learned the importance of effective communication and relationship-building in sales, as well as the ability to strategically generate and convert leads, directly contributing to company revenue. 			
ACADEMIC PROJECT(S)			
Request for Problem (Cresta Pods)			
<ul style="list-style-type: none"> Developed a comprehensive Target Marketing strategy by identifying and defining the ideal customer segments for Cresta Pods as they transitioned into the luxury segment. Improved strategic thinking and problem-solving abilities by addressing the challenge of establishing a digital presence for a traditional business and facilitating its entry into a new market segment. Demonstrated the ability to create and implement a digital marketing strategy tailored for transitioning a company into a new market segment, showcasing skills in strategic planning and market adaptation. 			
Social Media Marketing – “Intermittent Fasting”			
<ul style="list-style-type: none"> Led a social media campaign to increase awareness about Intermittent Fasting, creating and managing the Instagram page "hunger.Hacker." Gained hands-on experience in digital marketing, particularly in social media strategy, content creation, audience targeting, and performance analysis. I learned to use analytical tools to measure campaign success, run effective Meta ads, and adapt strategies based on data insights for continuous improvement. 			
CERTIFICATIONS			
<ul style="list-style-type: none"> Excel Power Tools for Data Analysis Building High-Performing Teams 		Macquarie University [Coursera] Penn university of Pennsylvania [Coursera]	2023 2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member of PR & Digital Marketing Committee		2023-2025
<ul style="list-style-type: none"> Managed social media accounts, growing followers and boosting engagement through creative content and strategic posting. Developed and managed a content calendar, ensuring consistent and timely publication of articles, newsletters, and social media posts. 			
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Achieved 2nd place in a Design Thinking course by addressing the overcrowding issue at Cult.Fit gym. 		2024
SKILLS		Customer Relationship Management, Communication, Leadership, Digital Marketing, Social Media Marketing, Search Engine Optimization, Power BI, MS Excel, Canva,	