

ACADEMIC PROFILE			
PGDM Marketing	6.9 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
Bachelor of Commerce (Accounting)	66.83%	SIES College of Commerce and Economics, Mumbai	2022
Class XII (Maharashtra State Board)	54.15%	SIES College of Arts, Science, and Commerce, Mumbai	2019
Class X (Maharashtra State Board)	76.00%	SIES High School, Mumbai	2017
AREAS OF STUDY			
Marketing Management, Managing Online Store, Marketing Analytics, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Sales and Distribution Management, Social Media Marketing, Design Thinking.			
ACADEMIC PROJECT(S)			
Managing Online Stores- Building an E-Commerce business			
<ul style="list-style-type: none"> <li>Created and managed Toyfee, an online toy store using Shopify, where I gained hands-on experience in building websites, online advertising, and e-commerce management</li> <li>I successfully set up and optimized a Google ad campaign, resulting in 2,907 impressions via Performance Max and 1,906 impressions via Search, effectively driving traffic to the store</li> </ul>			
Social Media Marketing Project: WaggyTails			
<ul style="list-style-type: none"> <li>Developed and managed a vibrant community for dog lovers on Instagram and Facebook named WaggyTails</li> <li>Utilized social media management tools like Sprout Social and a content calendar to streamline and optimize content delivery</li> <li>Created engaging content, including static posts, carousel ads, and interactive posts, to drive engagement and grow the community.</li> <li>Executed targeted social media campaigns to increase followers, enhance brand visibility, and foster a loyal community of pet owners.</li> <li>Monitored and analyzed key metrics to measure the success of social media strategies and make data-driven improvements, achieving 201,670 impressions on Google ads</li> </ul>			
Design Thinking- Enhancing the Experience at Hypermarket (Village Hypermarket)			
<ul style="list-style-type: none"> <li>Applied insights gained from a Design Thinking course to revamp the layout of a hypermarket, focusing on improving the overall customer experience.</li> <li>Developed strategic solutions to address existing challenges, showcasing a practical application of design principles for tangible results.</li> </ul>			
Digital Marketing Project: "Minds Without Border" Website			
<ul style="list-style-type: none"> <li>Designed and developed a website using HTML to promote the book "Minds Without Border"</li> <li>Applied HTML basics, including meta tags and meta descriptions, to enhance SEO and user experience</li> <li>Aimed to spread awareness about the book and engage potential readers through a well-structured and informative online platform</li> <li>Utilized knowledge from coursework to implement best practices in web design and digital marketing</li> </ul>			
CERTIFICATIONS			
Market Research and Consumer Behavior		IE Business School (Coursera)	2024
Branding and Customer Experience		IE Business School (Coursera)	2024
Qualitative and Quantitative Research		University of California, Davis (Coursera)	2024
Advanced Search Engine Optimization		SkillUp (Simplilearn)	2022
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	<b>Committee Member- External Relations &amp; Placement Committee</b>		<b>2023-25</b>
	<ul style="list-style-type: none"> <li>Connected and built relationships with potential recruiters.</li> <li>Handled the placement process.</li> <li>Conducted IIP Viva Voce.</li> </ul>		
	<b>Core Volunteer- Global Marketing Consortium</b>		<b>2023</b>
	<ul style="list-style-type: none"> <li>Played a pivotal role in seamlessly orchestrating events.</li> <li>Contributed to the efficient management of the consortium.</li> <li>Showcased proactive networking abilities.</li> </ul>		
ACCOMPLISHMENTS			
Competitions and Activities	• <b>Runner up</b> at inter-college <b>Chess</b> competition.		2022
	• <b>Runner up</b> at intra-college <b>Chess</b> competition.		2022
	• <b>Gold medal</b> for scoring highest runs in a <b>Cricket</b> competition at Smaaash.		2018
SKILLS	Shopify, Google Ads, Excel, Canva		