

ACADEMIC PROFILE			
PGDM in Marketing	7.5 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
Bachelor of Commerce (Taxation)	82.07 %	St. Teresa's College, Kochi	2022
Class XII (CBSE)	91.00 %	Bhavan's Vidya Mandir, Elamakkara, Kochi	2019
Class X (CBSE)	95.00 %	Bhavan's Vidya Mandir, Elamakkara, Kochi	2017
AREAS OF STUDY			
Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Social media strategy, Customer Relationship Management (CRM), Managing Online Store, Proficiency in Business Tools			
LIVE PROJECT(S)			11 Months
Ace Overseas Education Consultants	Data Entry	March 2022-July 2022	
<ul style="list-style-type: none"> Handled large datasets with accuracy and efficiency, ensuring data integrity and proper documentation. Conducted and participated in meetings, contributing to discussions and planning sessions. Sent and managed emails, maintaining clear and professional correspondence with clients and team members. 			
Viral Fission	Brand Ambassador	Aug 2022-January 2023	
<ul style="list-style-type: none"> Actively involved in creating content for various brands that collaborated with Viral Fission. This role provided me with a platform to hone my skills in content creation, social media marketing, and brand promotion. 			
ACADEMIC PROJECT(S)			
Request for Problem (Cresta Pods)			
<ul style="list-style-type: none"> Conducting research to address business challenges for Cresta Pods, a company that provides cost effective container set ups. Helping Cresta Pods to face the issue of expanding their existing market and enhancing their digital presence. 			
Consumer Behavior (Food delivery apps)			
<ul style="list-style-type: none"> A study on consumer perception towards food delivery apps during Covid 19, as a semester project. Surveyed Ernakulam localities to get an overview of the problem statement. 			
Lifestyle store In-Depth Analysis (Design Thinking)			
<ul style="list-style-type: none"> Applied strategy to revamp Lifestyle's user interface, targeting a 10% sales increase in 6 months. Through user-centric ideation and iterative prototyping, created a seamless Kiosk to decrease the rush in checkout counters and to promote digital payments without hassle. 			
Social Media Marketing (Tune Tales)			
<ul style="list-style-type: none"> Created a brand called Tune Tales, aimed at rediscovering forgotten music gems and promoting indie music, on Instagram. Developed a content calendar and strategy, posting approximately 20 curated posts featuring diverse music genres. Achieved significant reach and engagement by targeting music enthusiasts and leveraging relevant hashtags. Utilized various social media marketing techniques, including organic growth strategies, collaborations, and audience interaction. 			
Managing Online Stores (Tinsel Treasures)			
<ul style="list-style-type: none"> Designed and launched an e-commerce website for "Tinsel Treasures," a brand dedicated to workwear jewelry for women, using Shopify. Integrated product listing, payment gateway, and customer support features for a fully functional online store. 			
CERTIFICATIONS			
Digital Business Models		Lund University [Coursera]	2024
Data Visualization in Excel		Macquarie University [Coursera]	2024
Market Research and Consumer Behavior		IE Business School [Coursera]	2023
Design Thinking for Innovation		University of Virginia [Coursera]	2023
Still Photography		Kalabhavan Kochi [Offline]	2022
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member of the Alumni Committee		2023-2025
<ul style="list-style-type: none"> As a member I established a robust network of engaged alumni. Represented the committee at various events to gather alumni information. Engaged in routine follow-ups and communications with alumni and ensured smooth and consistent daily operations. 			
Entrepreneur	Digital Art Entrepreneur		2020-2022
<ul style="list-style-type: none"> Acquired digital art skills through YouTube tutorials during the COVID-19 pandemic. Transitioned from showcasing to selling digital art, turning a passion into a source of income. Created personalized digital art for gifts and home decor, fulfilling up to 30 custom orders. Handled all aspects of the business, from marketing and customer communication to production and delivery. 			
Under25	Media Team Lead, Under25		2021
<ul style="list-style-type: none"> Played a key role in organizing various youth-centric events, ensuring seamless execution and high engagement. Led the media coverage for the main event held in college, capturing high-quality photos and videos. 			
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Secured 1st position in the T-shirt designing competition held by the Innovation and Incubation committee. Secured the "Best Speaker" award in the Debate competition held by the Industry Integration and Connect committee. Secured 1st position as a team in the Debate competition held by the Industry Integration and Connect committee. Secured 1st position in the Photography competition held by the ICKC committee. Secured the Justice V Sivaraman Nair award for securing A1 in all subjects in the AISSE. 		2024 2024 2024 2023 2017
SKILLS	SPSS, Content creation, Facebook AD center, Excel, Power Bi, Shopify, WordPress, Canva, Figma, Customer Focus, Communication and Collaboration, Analytical and Problem solving, Time Management, Campaign Management		