

ACADEMIC PROFILE			
PGDM - Marketing	68.49 %	Jagdish Sheth School of Management, Bengaluru	2025
B.B.A - Marketing	61.84 %	IMS Unison University, Dehradun	2021
Class XII (CBSE)	76.60 %	Shiksha Bharati Sec School, Khatima	2018
Class X (CBSE)	83.60 %	Shiksha Bharati Sec School, Khatima	2016
AREAS OF STUDY			
<ul style="list-style-type: none"> <li>Customer Retention, Sales Team Leadership, B2B Marketing, Conflict Resolution, Strategic Planning, Account Management, Sales Forecasting, and Market Analysis.</li> </ul>			
WORK EXPERIENCE			3 Years
<b>Cheesy Bite (Restaurant)</b>	<b>Ownership/Manager</b>	<b>Oct 2018 - May 2021</b>	
<ul style="list-style-type: none"> <li>Managed comprehensive restaurant operations including inventory, customer relations, staff supervision, and supplier management.</li> <li>Resolved customer complaints promptly and effectively, ensuring high levels of customer satisfaction and retention.</li> <li>Implemented sales-increasing strategies, resulting in improved profitability and a popular dining spot for youth and food enthusiasts.</li> </ul>			
<b>Coolberg Beverages Pvt. Ltd.</b>	<b>Wholesaler</b>	<b>April 2019 – Oct 2019</b>	
<ul style="list-style-type: none"> <li>Wholesaler for Coolberg Pvt Ltd. for 6 months and did a turnover of 2.12 lakh.</li> <li>Gained knowledge in cross-selling and up-selling techniques.</li> <li>Payment collection and facilitating credit in the market.</li> </ul>			
<b>Sheel Gramin Berozgar Kalyan Shanstha (NGO)</b>	<b>Project Coordinator</b>	<b>Jan 2020 – May 2023</b>	
<ul style="list-style-type: none"> <li>Volunteered for an NGO, providing selfless service to disabled and poor individuals by securing employment and self-employment opportunities.</li> <li>Established connections with local businesses to facilitate basic work employment for them.</li> </ul>			
ACADEMIC PROJECT(S)			
<b>Design Thinking</b>			
<ul style="list-style-type: none"> <li>Conducted in-depth research into Problems faced by Yulu Bikes.</li> <li>Analyzed various solutions and developed a conceptual design.</li> <li>Collaborated with team members to design and prototype solutions.</li> </ul>			
<b>Strategic Analysis and Value Proposition for MRF and Mahindra</b>			
<ul style="list-style-type: none"> <li>Conducted in-depth background research on MRF and Mahindra, gathering relevant information about their market presence and product portfolios.</li> <li>Executed a STEEP Analysis to evaluate macro-environmental factors impacting MRF and Mahindra.</li> <li>Assessed the competitive landscape using Porter's Five Forces framework to determine industry attractiveness and identify competitive pressures.</li> <li>Crafted a detailed 9 Box SWOT analysis for MRF and Mahindra to uncover strategic options.</li> <li>Performed an extensive value chain analysis for MRF and Mahindra, pinpointing key areas for operational enhancement.</li> <li>Formulated strategic recommendations to boost efficiency and competitiveness.</li> </ul>			
CERTIFICATIONS			
Branding and Customer Experience	IE Business School (Coursera)	2024	
Channel Management and Retailing	IE Business School (Coursera)	2024	
Excel Skills for Business: Advanced	Macquarie University (Coursera)	2023	
POSITIONS OF RESPONSIBILITY			
<b>JAGSoM, Bengaluru</b>	<b>Member – Sales and Service Committee</b>	<b>2023 -2025</b>	
<ul style="list-style-type: none"> <li>Developed and maintained potential industry connections through LinkedIn to enhance networking and collaboration opportunities.</li> <li>Organized guest lecture featuring industry expert to provide valuable insights and learning experiences for students.</li> <li>Coordinated industry visit, offering hands-on exposure to real-world business environments and practices.</li> </ul>			
ACCOMPLISHMENTS			
<b>Competitions &amp; Achievements</b>	<ul style="list-style-type: none"> <li>Consistent participant and organizer in singing events throughout my undergraduate studies, highlighting passion and dedication to music.</li> <li>Winner of LAMHE (Core undergraduate event) in Singing (Rapping).</li> </ul>		
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>MS excel, SPSS.</li> </ul>		