

ACADEMIC PROFILE			
MBA - Marketing	60.00 %	Jagdish Sheth School of Management, Bengaluru	2025
BBA Hons.	64.80%	Shri Shikshayatan College, Kolkata	2019
Class XII(ISC)	82.00 %	Agrasain Balika Shiksha Sadan, Kolkata	2016
Class X(ICSE)	76.00 %	Agrasain Balika Shiksha Sadan, Kolkata	2014
AREAS OF STUDY			
<ul style="list-style-type: none">Retail Management, Territory Management, Strategic Management, Competitive Analysis, Consumer Psychology, Customer Relationship Management and Negotiation & Conflict Resolution.			
WORK EXPERIENCE(S)			12 Months
Crizac Technologies, Kolkata		Relationship Manager	March 2020 - June 2023
<ul style="list-style-type: none">Managed client relationships and facilitated business growth strategies.Managed client accounts, ensuring timely and accurate documentation and follow-ups.Identified and pursued new business opportunities to drive revenue growth and expand the client base.			
INTERNSHIP(S)			4 Months
Jaishri International, Kolkata		Accountant	July 2019 – December 2019
<ul style="list-style-type: none">Assisted with project coordination and data analysis tasks			
ACADEMIC PROJECT(S)			
Design Thinking			
<ul style="list-style-type: none">Conducted in-depth research on the operational challenges faced by The Palm Tree Restaurant in Karjat district, Maharashtra.Carried out primary research by interviewing local customers, staff, and nearby businesses to gain insights into the restaurant's challengeAnalysed issues such as customer satisfaction, operational inefficiencies, and supply chain disruptions.Developed practical solutions tailored to the restaurant's specific needs, focusing on improving efficiency and customer experience.			
Strategic Analysis for Customer Retention and Growth			
<ul style="list-style-type: none">Conducted comprehensive research on Atlassian and AirFrance, including background study and industry analysis.Performed PESTEL analysis and Porter's 5 Forces to assess the external and competitive environment of both companies.Carried out value chain analysis to identify key activities that contribute to the companies' competitive advantages.Developed a 9-box SWOT analysis for each company, creating strategic recommendations to enhance customer retention and business growth.			
CERTIFICATIONS			
Excel Skills for Business: Essentials		Macquarie University (Coursera)	2023
Market Research and Consumer Behavior		IE Business School (Coursera)	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Mumbai	President – For Not For International Debate Competition		2023
	<ul style="list-style-type: none">Organized a debate competition involving 30 participating schools, conducted by Vijaybhoomi University.Oversaw event logistics and coordination, ensuring smooth execution and engagement from all participating teams.		
ACCOMPLISHMENTS			
Competitions	<ul style="list-style-type: none">Research Paper Member, contributed to a research paper on sustainable education by integrating trekking with management studies, presented at the ICASF Conference in Dubai.		
SKILLS	<ul style="list-style-type: none">Sales Strategy Development, Customer Relationship Management, Data Visualization (Power bi - Basic)		