

ACADEMIC PROFILE			
PGDM Marketing	8.0 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BTech (Civil)	83.10%	Vellore Institute of Technology, Vellore	2022
Class XII (CBSE)	84.00%	DAV Public School, Chandrasekharapur, Bhubaneswar	2018
Class X (CBSE)	95.00%	DAV Public School, Chandrasekharapur, Bhubaneswar	2016
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools, E-Commerce Category Management, Service Operations Management, Brand Management			
INTERNSHIP(S)			4 Months
Shorterloop	Marketing Intern	July 2024 - Ongoing	
<ul style="list-style-type: none"> Working on developing a community online for Shorterloop to increase awareness and share the recent trends, best practices, tools, resources, processes and solves the difficult Product Management challenges so that it becomes the go to platform for Product Management System. 			
ACADEMIC PROJECT(S)			
LIMITLESS (Innovation & Incubation)			
<ul style="list-style-type: none"> Created LIMITLESS, a sustainable activewear brand from scratch. LIMITLESS deals with T-shirts which are made from Bamboo and is completely sustainable and good for the planet. Focused on creating eco-friendly apparel with enhanced performance features. Successfully scaled the brand to achieve product-market fit, emphasizing unique selling points such as sustainability and performance. 			
Shorter Loop (Request For Proposal)			
<ul style="list-style-type: none"> Focusing on developing a community online for Shorterloop, a product management software company. Analysis of the competitors in a detailed way so that Shorterloop stays ahead of the game. 			
Bloom Luxe (Managing Online Store)			
<ul style="list-style-type: none"> Developed and managed an online store, Bloom Luxe, focused on high quality cold-cream and moisturizers. Created a user-friendly website via Shopify to encourage users to use cold cream and moisturizers to keep their skin healthy and fit. Implemented effective digital marketing strategies, including Google Ads and keyword research, achieving a CTR of 18.66%. Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. (https://www.bloomluxe.in/) 			
Cult.Fit (Design Thinking)			
<ul style="list-style-type: none"> Applied strategy to reduce Cult. Fit's congestion and overlapping of time schedule by providing slot-wise booking facility and introduce 'bring your buddy' concept through AI approach. Developed strategies that would ensure a smooth process in the schedule. 			
Social Media Analysis (Marketing Analytics)			
<ul style="list-style-type: none"> Improved offline capabilities of YOUTUBE MUSIC to address data consumption concerns. Implemented folder management for better library organization. Mitigated negative sentiment and strengthen YouTube Music's market position. 			
True Amora (Social Media Marketing)			
<ul style="list-style-type: none"> Developed and executed social media marketing strategy, including target audience definition, buyer persona creation, and Instagram content calendar implementation for True Amora, an Indian online dating app. Created engaging carousel and static Instagram posts. Managed Meta ad campaigns, achieving 480,000 reach with a cost per result of Rs. 1.78. 			
CERTIFICATIONS			
Fundamentals of Digital Marketing & E-Commerce	Google & Coursera		2024
Fundamentals of Marketing Strategy	Coursera & University of London		2024
Excel Skills For Business: Advanced	Coursera & Macquarie University		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member of Martech Committee		2023-2025
	<ul style="list-style-type: none"> Connected with more than 600+ corporates in LinkedIn, 50+ HRs of reputed companies in LinkedIn and assisting the Martech Batch with RFP and IIP. Stellar role in making the Placement Preparation Book, providing all the necessary content and case studies. 		
	Global Doctoral Consortium Volunteer		2023
	<ul style="list-style-type: none"> Played a pivotal role as a core volunteer in a global doctoral consortium, ensuring smooth event coordination. 		
INDIACARES Foundation, INDIA	Member		2020
	<ul style="list-style-type: none"> Volunteered to support hundreds of patients in the time of Covid-19 through INDIACARES Foundation. Assisted them with providing blood, oxygen beds, ventilators, ambulances in the first and second phase of Covid-19. 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> 2nd place in Design Thinking Exhibition in JAGSoM. 2024 Achieved 3rd place in Managing Online Stores. 2024 		

SKILLS	Python, MS-Excel, MS - PowerPoint, Canva, SPSS, SEO, Wix, Shopify
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