

ACADEMIC PROFILE			
PGDM - Marketing	6.9 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Sc. – Zoology & Botany	58.50%	Bipin Bihari Degree College, Jhansi	2021
Class XII (CBSE)	53.40%	Mahatma Hansraj Modern School, Jhansi	2018
Class X (CBSE)	66.50%	Birla school Pilani, Pilani	2016
AREAS OF STUDY			
Marketing Management, Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools, E-commerce category Management, UX Design, Consumer Behavior.			
ACADEMIC PROJECT(S)			
Social Media Marketing (MBAKickStart)			
<ul style="list-style-type: none"> Project Objective: Create relevant, engaging, and community-driven content on Instagram to guide and support prospective MBA students in their preparation journey. Approach: Addressed the high demand and interest in MBA preparation with actionable tips, strategies, and insights. Ensured long-term engagement and growth. Outcome: Predicted for improving the user feedback and satisfaction regarding MBA preparation support. 			
Brand Management & MarCom (Recipe Kit)			
<ul style="list-style-type: none"> Project Objective: Introduced a pre-portioned meal "Recipe Kit" offering healthy, high-quality, and easy-to-prepare meals. Approach: Conducted thorough market research to identify gaps and opportunities. Collaborated with nutritionists and chefs to ensure quality. Build a website for the product and identify key sales channels including e-commerce platforms, subscription models, and potential retail partnerships. Outcome: Achieved high customer satisfaction ratings due to the quality and convenience of the meals. 			
Marketing Analytics (Wynk Music)			
<ul style="list-style-type: none"> Project Objective: Social Media Analysis, which includes both Social Monitoring and Social Listening for Wynk Music. Approach: Monitored mentions and conducted sentiment analysis of various music apps across social media platforms. Also done market share analysis and competitive analysis. Outcome: Strengthened market position by suggesting competitive strategies further improving the overall user satisfaction and reducing negative sentiment on social media and app reviews. 			
Managing Online Store Project (Bloomluxe.in)			
<ul style="list-style-type: none"> Project Objective: Developed and managed an online store focused on high-quality cold-cream and moisturizers. Approach: Created a user-friendly website via Shopify. Implemented effective digital marketing strategies including Google Ads, keyword research, Google Trends, and Google Tag Manager. Utilized Google Search Console for SEO optimization. Managed two live advertising campaigns on Google Ad Manager. Monitored and analyzed campaign metrics using Google Analytics and Google Search Console. Outcome: Achieved a CTR of 18.66%. Demonstrated skills in e-commerce management, web development, and market analysis. Tools and Technologies: Shopify, Google Ads, Google Trends, Google Tag Manager, Google Search Console, Google Analytics. Link: (https://www.bloomluxe.in/) 			
Request For Problem (KANUKA ORGANICS)			
<ul style="list-style-type: none"> Project Objective: Create a strategic blueprint aimed at boosting 'Brand Awareness' to positively influence the top stages of the marketing funnel including Awareness and Consideration. Approach: Analyzed Points of Parity (POPs) and Points of Difference (PODs) in comparison to key competitors. Developed a comprehensive Brand and Communication Strategy. Outcome: We predict that by boosting brand awareness, revenue and profitability will increase. 			
In-Depth Analysis - Design Thinking (TONI & GUY)			
<ul style="list-style-type: none"> Project Objective: Enhance the "TONI & GUY" user interface aiming for a 20% sales boost within a 6-month period. Approach: Employed user-centric ideation and iterative prototyping to develop a seamless browsing experience. Outcome: Predicted to increase conversions and heightened customer satisfaction. 			
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)		2024
Fundamentals of Digital Marketing	Google		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Head of Admissions Selection Process (ASP) in Admissions Committee.		[2023-2024]
	As Head of the Admissions Selection Process (ASP) in the Admissions Committee (2023-2024) at JAGSoM, Bengaluru, I ensured a smooth and efficient admissions cycle by coordinating panel interviews and group exercises with corporate, faculty, and alumni representatives. I maintained strong stakeholder relationships, enhanced team efficiency, and ensured timely execution of the selection process.		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Secured a spot among the top 10 projects for my Design Thinking initiative in a Design Thinking competition. Earning the team 3rd place in an inter-college competition in my graduation, where I wrote, directed, and acted in a theatre act. 		
Professional	<ul style="list-style-type: none"> Successfully founded and operated PROORDY.COM, an online grocery website, generating significant revenue and profit while effectively managing partnerships, marketing, and logistics within a year. Developed an innovative Povidone Wipe, transforming the traditional Betadine solution into a convenient wet wipe format. This product streamlines the wound care process, reduces steps, and minimizes discomfort during dressing changes by preventing adherence to the skin. Currently in the testing phase. 		
SKILLS		Python, MS-Excel, SPSS, Social Listening, Google AdWords, Creative and Innovation skills, Teamwork orientation, Problem Solving & Analytical Thinking.	