

ACADEMIC PROFILE			
PGDM Marketing	7.6 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Com (Hons) – HRM	70.70 %	Parul University, Vadodara	2023
Class XII (CBSE)	59.80 %	Arihant Public School, Kota	2019
Class X (CISCE)	74.80 %	St. Xavier’s English School, Chakradharpur	2017
AREAS OF STUDY			
B2B Marketing, Brand Management, Customer Relationship Management, Market Research, Sales & Distribution Management, Customer Acquisition, Customer Retention & Growth, Managing Sales Channels, Services Marketing, Managing Field Sales Teams, Strategic Selling			
INTERNSHIP(S)			1.5 Months
Grasim Industries Ltd., Kharach, Kosamba		Tax & Compliance Intern	Apr 2022 - May 2022
<ul style="list-style-type: none"> Spearheaded a comprehensive analysis of indirect taxation and customs duties, guaranteeing 100% compliance with legal and regulatory frameworks Partnered with the Deputy General Manager to provide critical tax analysis, directly influencing strategic planning for over INR 1.7 billion in revenue Developed tax optimization strategies, ensuring adherence to all relevant statutes and regulations 			
ACADEMIC PROJECT(S)			
Design Thinking			
<ul style="list-style-type: none"> Leveraged Design Thinking principles to improve customer management and experience at Fabrico Laundry Services Developed and implemented strategic solutions to address increased demand and awareness challenges Increased customer demand by 25% by optimizing service strategies Boosted customer and stakeholder satisfaction levels 			
Strategic Analysis and Value Proposition Assessment for Exide with Maruti Suzuki as a Key Account			
<ul style="list-style-type: none"> Executed comprehensive background research on Exide and Maruti Suzuki, compiling crucial information about their market presence and product portfolios Conducted a PESTEL Analysis to uncover the macro-environmental factors impacting Exide and Maruti Suzuki Employed Porter's 5 Forces framework to dissect the competitive environment, evaluate industry attractiveness, and pinpoint competitive pressures Formulated a 9-Box SWOT analysis for Exide and Maruti Suzuki to identify strategic options 			
CERTIFICATIONS			
Branding and Customer Experience		IE Business School (Coursera)	2024
Market Research and Consumer Behaviour		IE Business School (Coursera)	2024
Channel Management and Retailing		IE Business School (Coursera)	2024
Excel Skills for Business: Advanced		Macquarie University (Coursera)	2023
Positioning What you need for a successful Marketing Strategy		IE Business School (Coursera)	2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Committee Member – External Relations and Placements Committee		2023 - 2025
	<ul style="list-style-type: none"> Industry Engagement: Facilitated relationships with industry professionals and companies to secure placement opportunities and internships for students Built and sustained relationships with corporate contacts to enhance recruitment activities Event Coordination: Volunteered IIP Viva-Voce, recruitment drives, and networking events to connect students with potential employers and enhance placement success 		
Parul University, Vadodara	Chief of Corporate and Sponsorship, Kanyathon		2023 – 2025
	<ul style="list-style-type: none"> Drove corporate sales and secured sponsorships, contributing to a total of INR 15 Lakhs in funding Successfully attracted 6000+ attendees to the event through effective promotional strategies Enhanced event visibility and impact through strategic partnerships and sponsor relations 		
Parul University, Vadodara	Member, International Relation Cell		2020 – 2023
	<ul style="list-style-type: none"> Coordinated 50+ conference activities, ensuring efficient execution and high participant satisfaction Oversaw hospitality for campus-visiting international guests, delivering a welcoming and organized experience Administered documentation for students pursuing education abroad, offering comprehensive support 		
Parul University, Vadodara	Event Coordinator, Young Entrepreneur Exchange Project (YEPP)		2020 – 2023
	<ul style="list-style-type: none"> Led the Young Entrepreneur Exchange Project (YEPP) with Bern University of Applied Sciences Orchestrated logistics and scheduling for an international summer school Facilitated cross-cultural and entrepreneurial activities to enhance student engagement 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Clinched 4th place out of 12,545 in the 2024 Aanvikshiki Business Case Writing Competition at IIFT Achieved 5th position among 20,093 entrants in the Transform Travel Experiences Through Enhanced e-Commerce Integration competition by Dpanda Assessed employability of final-year students in underfunded government colleges through the Social Immersion Program with the NGO 8 One Foundation Secured 2nd place from 500 contenders in the 2022 Indian Union Budget Review Competition at Parul University Reached final round, earning 2nd among 450 in 2022 Pro Governance National Elocution Competition on Election & Democracy, Parul University 		
SKILLS	Microsoft Office, Google Suites, Excel, Data Visualization (Power BI), Python, Data Analysis		