

ACADEMIC PROFILE			
PGDM Marketing	8.7 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BSc. Statistics	62.27 %	Mithibai College, University of Mumbai, Mumbai	2018
Class XII(HSC)	68.62 %	Adarsh Education Society, Palghar, Mumbai	2015
Class X(SSC)	83.27 %	Chandresh Lodha Memorial High School, Palghar, Mumbai	2013
AREAS OF STUDY			
<ul style="list-style-type: none"> Market Research, Strategic Selling, B2B, Service Failure and Recovery, Customer Retention & Growth, Customer Acquisition, Trade Marketing, Sales Distribution Management, Service Marketing, Brand Management & Marketing Communication 			
WORK EXPERIENCE(S)			36 Months
Allinaarya Events and Entertainment		Project Manager	Feb 2019 - Feb 2022
<p>Task: Conduct thorough market research to gather relevant data and insights for event planning and execution and collaborate with the strategy team to develop strategic recommendations for event improvements and customer engagement.</p> <p>Action: Collected and analysed market data to identify trends, patterns, and actionable insights. Developed and delivered comprehensive reports and presentations to key stakeholders, working closely with the strategy team to align research insights with event strategies.</p> <p>Outcome: Achieved a 10% increase in sales, a 20% improvement in customer satisfaction, and contributed to enhanced event planning and customer engagement.</p>			
INTERNSHIP(S)			7 Months
PROFCESS		Product Manager Intern	June 2024 – Present
<p>Task: Develop Product Requirement Documents (PRDs) and contribute to the product development process for multiple projects, including 3Dfy, PROFCESS, and Metafyed.</p> <p>Action: Created PRDs for three projects, then focused on the 3Dfy team, where I developed a detailed PRD, conducted market research, and designed features based on feedback. I used Balsamiq and Figma to create wireframes, user personas, and established the product roadmap. Additionally, I participated in cross-functional team meetings, collaborating with designers, project managers, product managers, and web developers.</p> <p>Outcome: Successfully contributed to the development and alignment of product features and strategies, leading to well-defined project objectives and cohesive collaboration across teams.</p>			
Purple Tree Event Solutions		Customer Success Manager	Oct 2022 – Jan 2023
<p>Task: Collaborate with clients to align event vision, requirements, and budget, while ensuring smooth execution and profitability of events.</p> <p>Action: Coordinated with designers for venue layout and managed event budgets for profitability. Oversaw vendors to ensure contract adherence, directed setup and breakdown of events, and trained staff. Conducted 8-10 client meetings weekly, managed 15 budgeted events, coordinated with 7-8 vendors and 3-4 contractors per event, and trained 18-20 staff members.</p> <p>Outcome: Achieved 20% profitability across 15 events and ensured successful event execution through effective client collaboration, vendor management, and team training.</p>			
ACADEMIC PROJECT(S)			
Capstone- Key Account Management Project (SAP & Reliance Retail)			
<p>Task: Conduct in-depth research and analysis on SAP and Reliance Retail to develop strategic recommendations.</p> <p>Action: Performed comprehensive background research on SAP and Reliance Retail, applying strategic frameworks including Porter's 5 Forces, Value Chain, STEEP Analysis, and SWOT Analysis. Utilized a 9-box SWOT analysis to analyse data and develop strategic tactics such as Offensive, Conversion, Mitigation, and Defensive strategies.</p> <p>Outcome: Successfully identified key strategic opportunities and threats, leading to the development of actionable tactics to enhance competitive positioning and operational effectiveness.</p>			
RFP- Market Research (RED BULL)			
<p>Task: Address the issue of Red Bull losing market share by volume due to the new entrant, PepsiCo's Sting.</p> <p>Action: Conducted secondary research on Red Bull and its competitors, including premium brands like Monster and Hell, and mass appeal brands like Sting. Analysed the distribution strategies of these brands and conducted a field visit to gather real-world insights.</p> <p>Outcome: Provided a thorough analysis of the competitive landscape and distribution strategies, identifying the factors behind Red Bull's declining market share and offering insights to address the challenge posed by PepsiCo's Sting.</p>			
Qualitative – Market Research			
<p>Task: Conduct qualitative research on the customer service practices at service centers in the automobile industry, focusing on 2-wheelers and 4-wheelers.</p> <p>Action: Investigating how service centers handle customer interactions, including their approaches to managing customer issues & how they address escalations.</p> <p>Outcome: Gained insights into the methods used by service centers to ensure customer satisfaction and effectively resolve escalations, contributing to a deeper understanding of customer service dynamics in the automobile industry.</p>			
CERTIFICATIONS			
Power BI		Udemy	2024
Market Research and Consumer Behavior		IE Business School (Coursera)	2024
Excel Skills for Business: Advanced		Macquarie University (Coursera)	2023
ACCOMPLISHMENTS			
ACTIVITIES	<ul style="list-style-type: none"> Planned and executed a social event “Meri Beti Mera Swabhiman” including renowned politicians and 60000 locals. Handled team of 250 members working as a chairperson at “Jashna” cultural event and worked in team as a host which organized Mega Events such as Justin Bieber Purpose tour, BIGG BOSS, Martin Garrix, TNA Impact, Golden Petal Awards, ZEE Cine Awards and few high-profile weddings. 		
SKILLS	<ul style="list-style-type: none"> Power BI, MS Office, Balsamiq, Figma, Canva, Hubspot, Salesforce, SPSS 		