

ACADEMIC PROFILE			
PGDM Marketing	7.14 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Com Hons.	71.56%	Heramba Chandra College (Calcutta University), Kolkata	2021
Class XII (CBSE)	81.50%	B.D. Memorial International, Kolkata	2018
Class X (CBSE)	81.70%	B.D. Memorial International, Kolkata	2016
AREAS OF STUDY			
Social Media Strategy, Content Marketing, Search Engine Optimization(SEO), Brand Management, Consumer Behavior, E-commerce, User Experience (UX) Design, Video Marketing, Social Media Advertising, Community Management			
INTERNSHIP(S)			9 Months
Greenbhumii (Remote)	Volunteer	May 2023 - June 2023	
Volunteered to support in promoting sustainable awareness and positive environmental activities at Greenbhumii for 1 month.			
Shubhansh Sewa Trust (Remote)	Fundraising intern	April 2023 - May 2023	
Worked as Fundraising Intern at Subhansh Sewa Trust to support a fundraiser that aims to change the lives of the underprivileged.			
Earth5R (Work from Home)	Content writer	May 2023 - Nov 2023	
Worked as a Content Writer at Earth5R to provide awareness about the environmental issues as well as to provide a positive change to the environment.			
ACADEMIC PROJECT(S)			
Corporate Social Responsibility with reference to Reliance Industries Limited			
<ul style="list-style-type: none"><li>To highlight the CSR as an essential feature of every corporate house.</li><li>To make an analysis of the company’s role in the educational sector.</li><li>To focus on the Community Health Care measures taken by the company.</li><li>To analyze the position of the company in CSR spending and activities for the Financial Year 2020-21.</li></ul>			
Sodexo In-Depth Analysis (Design Thinking)			
<ul style="list-style-type: none"><li>Conducted a design thinking analysis for Sodexo, identifying communication gaps and process inefficiencies in hostel and college environments.</li><li>Engaged in user empathy exercises to understand stakeholder needs and pain points.</li><li>Designed and prototyped a mobile app to enhance communication, streamline processes, and improve efficiency for students, staff, and faculty.</li></ul>			
Request for Problem (Wow! Momo)			
<ul style="list-style-type: none"><li>Conducted analysis of consumer offers for Frozen and Frozen Momo's categories on e-commerce platforms (Swiggy, Instamart,Blinkit, Zepto, Big Basket, Amazon, Flipkart).</li><li>Investigated consumer buying behavior to determine attraction towards deep discounts vs. product quality.</li><li>Identified peak ordering times for Frozen and Momo's categories.</li><li>Evaluated competitor offer strategies, with a focus on Wow! Momo competitors (Prasuma, Pillsbury).</li><li>Assessed the impact of social media advertising on consumer behavior in e-commerce for food brands.</li></ul>			
Managing Online Stores – Created an interactive website.			
<ul style="list-style-type: none"><li>Conceptualized and launched a Shopify-based e-commerce store, "<b>Floofy Fit</b>" specializing in high-quality, stylish, and comfortable apparel for dogs.</li><li>Designed and developed the website, ensuring a user-friendly interface, seamless navigation, and an aesthetically pleasing layout to enhance customer experience.</li><li>Achieved the first position in class for the outstanding development and execution of the e-commerce platform.</li></ul>			
Social Media Marketing (Eatscape)			
<ul style="list-style-type: none"><li>Developed and executed Instagram social media strategy for Eatscape, promoting hidden culinary gems in Bangalore.</li><li>Created engaging reels, posts, and ads targeting 18-35-year-old food enthusiasts.</li><li>Conducted competitive analysis and implemented a content calendar for consistent engagement.</li><li>Achieved significant reach and engagement, particularly among 18-24-year-olds, effectively promoting local businesses.</li><li>Demonstrated the success of a diversified content strategy, providing insights for future campaigns.</li></ul>			
Research Incubation (The Role of Original Content in Driving OTT Platform Subscriptions)			
<ul style="list-style-type: none"><li>Researched the impact of original content on OTT platform subscription growth.</li><li>Analysed content production budgets, subscription growth rates, user acquisition data, and content popularity metrics.</li><li>Conducted regression analysis to assess the relationship between original content investment and subscription growth.</li><li>Performed comparative case studies of platforms with varying content strategies to validate finding</li></ul>			
CERTIFICATIONS			
Advance Excel	Coursera	2023	
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	<b>1. Member of Admission Committee</b> Worked in the Events Department in Admission committee. Organized different teambuilding events for the college like cricket matches, football matches, ice breaking session for the upcoming batch. <b>2. Social Immersion Program (Joint-Coco)</b> <b>Worked as a Joint-Coco in the Social Immersion program.</b> During my 10-day Social Immersion Program at Abhyudaya NGO, I taught students from diverse cultural and caste backgrounds. This experience displayed the importance of tolerance for people who differ from oneself.		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"><li>Winner in the online contest Augasta Photography competition held in September 2020.</li></ul>		2020
Professional	<ul style="list-style-type: none"><li>Awarded the Certificate of Recognition from Titan Company</li><li>Awarded the Certificate of Recognition from Titan Company</li></ul>		2016 - 10 <sup>th</sup> STANDARD 2018 - 12 <sup>th</sup> STANDARD
SKILLS	SEO/SEM, Influencer Outreach, Digital Marketing Strategy, Content Creation, Social Media Management.		