

<b>ACADEMIC PROFILE</b>			
PGDM - Marketing	6.70 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Com	70.68 %	Periyar University, Salem, Tamil Nadu	2023
Class XII (Tamil Nadu HSC)	55.33 %	Holy Cross Matriculation Higer Secondary School, Salem, Tamil Nadu	2020
Class X (Tamil Nadu SSLC)	54.40 %	Holy Cross Matriculation Higer Secondary School, Salem, Tamil Nadu	2018
<b>AREAS OF STUDY</b>			
Sales & Distribution Management, Service Marketing, Service Excellence, Channel Management, Brand Management MaCom, Consumer Behavior, B2B Marketing, Customer Retention & Growth.			
<b>ACADEMIC PROJECT(S)</b>			
<b>Customer Satisfaction Boost: Store Optimization &amp; Personalized Service in EZ laundry</b>			
<ul style="list-style-type: none"> <li>Store Layout Optimization: Developed and implemented innovative strategies to optimize store layout and strategic product placement.</li> <li>Personalized Assistance: Provided personalized assistance to enhance the customer shopping experience.</li> <li>Customer Satisfaction Increase: Achieved a remarkable 12% increase in Mart's customer satisfaction within 3 to 4 months.</li> </ul>			
<b>Customer Retention &amp; Growth Project</b>			
<ul style="list-style-type: none"> <li>Conducted a thorough Background Research, on Atlassian and its Key Account Air France.</li> <li>Created separate analysis for both the companies.                             <ul style="list-style-type: none"> <li>STEEP Analysis</li> <li>5 Forces Analysis</li> <li>Value Chain Analysis</li> <li>SWOT Analysis</li> </ul> </li> </ul> <p>After Analyzing all the frameworks created a 9 Box SWOT for Atlassian, formulating strategies to serve its Key Account – Air France in a better way.</p>			
<b>RFP</b>			
<ul style="list-style-type: none"> <li>Project Title: Study of Attitude towards the snack bar product category amongst the target customers.</li> <li>Project Details: The project will focus on calling customers based on the data shared by the company. I need to conduct interviews to identify consumer preferences and possible pain points to be addressed by the company.</li> </ul>			
<b>CERTIFICATIONS</b>			
Fundamentals of Marketing Strategy		University of London (Coursera)	2024
Market Research & Consumer Behavior		Reinventing Higher Education (Coursera)	2024
Channel Management & Retailing		Reinventing Higher Education (Coursera)	2024
Excel Skills for Business: Advanced		Macquarie University (Coursera)	2023
Branding & Customer Experience		Reinventing Higher Education (Coursera)	2023
<b>POSITIONS OF RESPONSIBILITY</b>			
<b>JAGSoM, Bengaluru</b>	<b>Committee Coordinator – (PEP &amp; Sports)</b>		<b>2023 - 2025</b>
	<ul style="list-style-type: none"> <li>Personal Enhancement Program: Organized and managed debate competitions and group discussions to foster critical thinking and communication skills among students.</li> <li>Event Coordination: Coordinated a cricket match with professional bidding, enhancing teamwork and strategic skills.</li> <li>Sports Event: Coordinated a cricket match with professional bidding, enhancing teamwork and strategic skills.</li> <li>Volunteer: Volunteered in IIP Viva-Voce &amp; GDPI process.</li> </ul>		
<b>ACCOMPLISHMENTS</b>			
<b>Competitions And Activities</b>	<ul style="list-style-type: none"> <li>Participated in Zonal Level cricket competition, representing our school team. Demonstrated cricket skills and teamwork in a highly competitive environment. Gained valuable experience in high-pressure matches against top regional talent.</li> <li>Conducted research project comparing Traditional vs Digital shopping strategies. Conducted and analysed survey of college students to gather primary data on shopping preferences. Published findings in article, contributing to academic discourse on evolving marketing landscapes.</li> </ul>		
<b>SKILLS</b>	Relationship Building, Customer Advocacy, Account Retention and Growth, Excel, Power bi (basic) and Tally Level 1 & 3		