

ACADEMIC PROFILE			
PGDM Marketing	6.74 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Sc (Botany Hons.)	65.80%	C.M science college, Darbhanga, Bihar	2021
Class XII (BSEB)	62.80%	C.M science college, Darbhanga, Bihar	2017
Class X (ICSE)	69.20%	Madonna English School, Darbhanga, Bihar	2015
AREAS OF STUDY			
Digital Marketing, Brand Management, Sales Distribution Management, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Social Media Marketing, E-commerce category management, UI/UX Designing & Proficiency in Business Tools.			
WORK EXPERIENCE(S)			14 Months
<b>Mithila Housekeeping Pvt. Ltd</b>	<b>Associate</b>	<b>December 2021- February 2023</b>	
<ul style="list-style-type: none"> <li>Successfully managed and supervised a workforce of over 50 employees in our family-owned housekeeping company.</li> <li>Optimized daily operations, ensuring smooth and efficient workflow.</li> <li>Ensured high-quality service delivery across all tasks.</li> <li>Implemented process improvements that led to a 20% increase in operational efficiency.</li> <li>Played a key role in training and guiding the team, resulting in noticeable improvements in work quality.</li> <li>Enhanced client satisfaction through consistent service excellence and team management.</li> </ul>			
INTERNSHIP(S)			5 Months
<b>Startly Innovations Pvt. Ltd</b>	<b>Product Marketing Intern</b>	<b>Sept 2024 - Oct 2024</b>	
<ul style="list-style-type: none"> <li>Collaborated with the product marketing team to develop and execute strategic marketing campaigns, increasing product visibility by 20%</li> <li>Conducted market research to refine product positioning, leading to significant improvement in target audience engagement.</li> <li>Optimized the product lifecycle by identifying key areas for improvement, increasing product durability.</li> <li>Onboarded and managed relationships with 8 new vendors, enhancing product availability and expanding distribution channels.</li> <li>Assisted in creating and implementing a comprehensive product roadmap, resulting in significant reduction in time-to-market for new product launches.</li> </ul>			
<b>E-Cell IIT Bombay</b>	<b>Campus Ambassador</b>	<b>July 2021- September 2021</b>	
<ul style="list-style-type: none"> <li>Leveraged my role as E-Cell IIT Bombay Campus Ambassador to conduct a series of 4 impactful offline and online seminars. These workshops fostered a practical understanding of entrepreneurship and business fundamentals for over 200 students.</li> <li>Increased student engagement in entrepreneurial activities by 35%.</li> <li>Developed strong communication, teamwork, and time management skills through managing event logistics and collaborating with diverse stakeholders.</li> </ul>			
Entrepreneurial Experience			8 Months
<b>She Go (Co-founder)</b>			<b>December 2023 - July 2024</b>
<ul style="list-style-type: none"> <li>Conceptualized and launched a cab service focused on women's safety "By women for women".</li> <li>Oversaw all aspects of the startup, including marketing, operations, and customer service.</li> <li>Built and trained a network of drivers to uphold high service standards.</li> <li>Successfully completed 50 rides during a pilot test across Bangalore. Developed business model and operational strategies; managed team of drivers and support staff.</li> <li>Conducted market research and incorporated customer feedback to enhance service quality.</li> </ul>			
ACADEMIC PROJECT(S)			
<b>Managing Online Store Project (Vastrakool)</b>			
<ul style="list-style-type: none"> <li>Launched online brand called Vastrakool, offering stylish tees and hoodies for Gen Z and Millennials.</li> <li>Designed and developed a functional Shopify store and website.</li> <li>Executed Google Ads campaigns, increasing website traffic by 50% and achieving a significant conversion rate.</li> <li>Refined marketing strategies using Google Analytics to boost customer engagement.</li> <li>Ranked in the top 3 of my class for outstanding project execution.</li> </ul>			
CERTIFICATIONS			
Digital Marketing	CEC, NPTEL	2024	
Microsoft Excel	JP Morgan & Chase	2024	
Product Management: Launch & Strategy	Product school	2024	
Social Media Monitoring & Analysis	Brand24	2024	
Startup India Certification	StartupIndia	2021	
Generative AI for Business	LinkedIn Learning	2024	
POSITIONS OF RESPONSIBILITY			
<b>JAGSoM, Bengaluru</b>	<b>Member of Innovation and Incubation committee</b>		<b>2023-2025</b>
	<ul style="list-style-type: none"> <li>Led the committee to a successful conclusion of the annual Design Thinking Competition, involving over 20 teams and enhancing innovative problem-solving skills among participants.</li> <li>Organized and conducted monthly "Entrepreneurial in Spotlight" sessions, connecting with 8+ prominent entrepreneurs and facilitating impactful sessions attended by over 100 students, enhancing entrepreneurial knowledge and inspiration on campus.</li> </ul>		
	<b>Associate – Chief Sponsorship Officer, KANYATHON 2024</b>		
	<ul style="list-style-type: none"> <li>Identified over 40 potential companies for sponsorship, significantly expanding our prospect list.</li> <li>Led a team of 18 members in developing and delivering persuasive pitches to secure sponsorships.</li> </ul>		
ACCOMPLISHMENTS			
<b>Competitions and Activities</b>	Secured 3 <sup>rd</sup> rank in photography competition showcasing creativity skills.		2020
	Achieved 3 <sup>rd</sup> rank at the 2024 Startup Summit competition at Bangalore Bioinnovation Center demonstrating entrepreneurial potential.		2024
	Winner of "Business Development Competition" in management fest "Pragyaan" at JAGSoM.		2024
	Top 8 in the internal competition organized by college for "Smart Hackathon competition"		2024
<b>SKILLS</b>	MS-Excel, Spss, Google ads, Digital marketing, Product roadmapping, Figma, Entrepreneurship.		