

## ACADEMIC PROFILE

PGDM Marketing	7.80 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Com	78.71 %	New L.J. Commerce College, Ahmedabad	2022
Class XII(CBSE)	84.00 %	Delhi Public School, Jodhpur	2019
Class X(CBSE)	72.20 %	Delhi Public School, Jodhpur	2017

## AREAS OF STUDY

Sales & Distribution Management, Managing Sales Channel, Trade Marketing, Strategic Selling, Managing Field Sales Teams, B2B Marketing, Customer Retention & Growth, Brand Management & MarCom, Service Marketing, Business Economics, Business Strategy & Simulations.

## ACADEMIC PROJECT(S)

### Design Thinking – Increasing Customer Satisfaction at PCR Nursery

- Analyzed business challenges through comprehensive observations and stakeholder interviews to identify key issues affecting customer satisfaction.
- Applied design thinking tools to address critical issues: inadequate packaging, limited online presence, and customer dissatisfaction.
- Engineered innovative packaging solutions to enhance product protection and add value, improving customer experience and loyalty.
- Revised facility layout to optimize customer interactions and enhance the in-store experience, driving higher satisfaction and engagement.
- Implemented strategic digital initiatives to expand online presence, aiming to increase revenue by 40% and strengthen client relationships.

### Innovation & Entrepreneurship – SteelDeal – An Online Steel Aggregator Platform

- Optimized market accessibility by establishing a unified platform for buying and selling stainless steel, effectively addressing market inaccessibility.
- Streamlined procurement processes to significantly reduce time for buyers and sellers, enhancing operational efficiency.
- Resolved credit-related issues, bolstering trust and reliability in transactions with key accounts.
- Engineered strategies to organize 50% of the unorganized Indian steel market, implementing comprehensive solutions to drive market growth.

### Brand Management & MarCom - #Spotted – Global Influencer Hub

- Developed an app prototype that connects global influencers across fitness, beauty, food, and other genres, facilitating high-impact collaborations.
- Developed and implemented comprehensive brand identity, target consumer portraits, and brand key to enhance market positioning and client engagement.
- Designed a user-centric interface to ensure seamless interaction and superior user experience.
- Executed a multi-channel media promotion strategy, including website development, launch video, print ads, posters, and OOH advertising, to maximize brand visibility and reach.
- Fostered global reach and genre-specific influencer discovery, driving strategic partnerships and creating new business opportunities.

## CERTIFICATIONS

Branding & Customer Experience	IE Business School (Coursera)	2024
Channel Management & Retailing	IE Business School (Coursera)	2024
Excel Skills for Business: Advanced	Macquarie University (Coursera)	2023

## POSITIONS OF RESPONSIBILITY

<b>JAGSoM, Bengaluru</b>	<b>Internal Spokes – Sales &amp; Service Committee</b> <span style="float: right;"><b>2023 - 2025</b></span> <ul style="list-style-type: none"> <li>Communication and Coordination: Facilitated communication within the committee and coordinated with other departments, faculty, and students.</li> <li>Industry Connections: Connected with industry professionals, build relationships, and invite them to the college for events and lectures.</li> </ul>
	<b>Head of 10K Pro Run – Kanyathon</b> <span style="float: right;"><b>2023 - 2024</b></span> <ul style="list-style-type: none"> <li>Led a team of 25 in managing the 10KM Pro Run category for Kanyathon, overseeing participant data and on-ground operations.</li> </ul>

## ACCOMPLISHMENTS

<b>Competitions and Activities</b>	<ul style="list-style-type: none"> <li>Secured <b>2<sup>nd</sup> Position</b> in the Under 19 <b>Volleyball Competition</b>.</li> </ul>
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<b>SKILLS</b>	Microsoft Office (Excel, PowerPoint & Word), Data Visualization
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