

ACADEMIC PROFILE

PGDM Marketing	6.8 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
Bachelor of commerce	64.36 %	Gossner college, Ranchi	2019
Class XII (C.B.S.E)	72.50 %	Agrasen D.A.V Public school, Ramgarh, Jharkhand	2016
Class X (C.B.S.E)	72.20 %	Sri Krishna Vidya Mandir, Ramgarh, Jharkhand	2014

AREAS OF STUDY

- Marketing Management, Customer Relationship Management, Marketing Research, B2B Marketing, Brand Management & MarCom, Consumer Behavior, Managing Field Sales Teams, Trade Marketing, Service Marketing, Sales and Service Analytics, Managing Sales Channels, Customer Retention and Growth, Customer Acquisition

ACADEMIC PROJECT(S)

BRAND MANAGEMENT AND MARKETING COMMUNICATION (CAPSTONE PROJECT)

- Identified the prevalent challenges faced by individuals in event planning, including budget constraints and difficulty in finding suitable event managers.
- Conceived the concept of an event management app, "Event Hub," to address these issues.
- Designed a comprehensive platform offering budget-friendly event planning tools and a directory of verified event managers.
- Developed a user-centric interface to streamline the event planning process and enhance user experience.
- Proposed a feasible solution to a real-world problem by providing a comprehensive platform for efficient and cost-effective event management.

GRAND MART HYPER MARKET (DESIGN THINKING)

- Conducted in-depth analysis of inventory management challenges at Hyper Grand Mart.
- Implemented data-driven solutions to optimize stock levels and reduce food waste.
- Recognized for contributions with an appreciation letter from the store manager.

CERTIFICATIONS

Microsoft Excel	My Live Support	2023
Inbound Marketing	HubSpot Academy	2024
Tally	Argus Academy	2019

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	Member – MarTech Committee	2023 - 2025
	<ul style="list-style-type: none"> Martech Committee: Organized and executed mentorship programs and webinars for career development, driving engagement and knowledge sharing. Committee Promotion: Developed and implemented creative marketing strategies to enhance committee visibility and attract new members. 	

ACCOMPLISHMENTS

Competitions and Accomplishments	<ul style="list-style-type: none"> Led the school's athletic department as Sports Vice President for two years, overseeing operations, budget, and event planning for all sports teams. Achieved Second Runner-up position in the Marketing Maven competition, hosted by Marwadi University, Rajkot, demonstrating strong marketing acumen and competitive spirit. Secured 3rd place in "Consumer Conundrums," a business quiz competition hosted by IIM Rajkot. "I Volleyball Captain and Team Representative: Led school volleyball team and represented college in competitions.
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SKILLS

- MS-Excel, Tally, Canva