

ACADEMIC PROFILE			
PGDM Marketing	7.30 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Com (Hons.)	64.60%	Keshav Mahavidyalaya, University of Delhi, Delhi	2020
Class XII (CBSE)	60.06 %	M.G.M Higher Secondary School, Bokaro	2017
Class X (CBSE)	72.20%	M.G.M Higher Secondary School, Bokaro	2015
AREAS OF STUDY			
Marketing Management, Brand Management, B2B Marketing, Consumer Behavior, Customer Retention and Growth, Customer Acquisition, Sales and Service Analytics, Strategic Selling.			
WORK EXPERIENCE(S)			18 Months
SpaceLit Interiors Pvt. Ltd.	Junior Interior Designer		Jul 2021 – Jun 2022
<ul style="list-style-type: none"> Managed 6 projects, designing furniture and wardrobes. Created 2D layouts (AutoCAD) and 3D site views (3ds Max) Conducted site visits for design accuracy. Excelled in understanding client requirements and delivering tailored solutions Provided exceptional post-project support, fostering long-term client relationships 			
Maverick Hiliving	Junior Interior Designer		Jan 2021 – Jun 2021
<ul style="list-style-type: none"> Project Experience: Contributed to two residential projects and one commercial project. Layout Design: Created detailed 2D and 3D layouts for various interior spaces, ensuring functional and aesthetic design solutions. Client Interaction: Conducted client visits to understand their requirements, preferences, and provide design recommendations. Photoshop Expertise: Used Photoshop to produce realistic renderings and visualizations of design concepts, aiding in client presentations and decision-making. Client Relationship Management: Maintained strong relationships with clients throughout and after project completion, ensuring satisfaction and repeat business. 			
ACADEMIC PROJECT(S)			
Design Thinking			
<ul style="list-style-type: none"> Led a design thinking project to tackle unauthorized customer connections at Urban Company. Proposed a reward system to boost adherence by 60-70% in 6-7 months. Designed a points-based incentive for service providers and customers to encourage platform use. Enhanced platform loyalty and reduced off-platform interactions through targeted incentives. 			
Brand Development (Flavored Milk Cubes)			
<ul style="list-style-type: none"> Objective: Developed pre-portioned flavored milk cubes to eliminate messy spills and ensure precise flavor control. Market Research: Analyzed consumer pain points and preferences. Brand Development: Defined brand essence, idea, ladder, and identity. Marketing Strategy: Planned campaigns for print, posters, OOH, and TV commercials. Skills: Market Research, Brand Strategy, Creative Design, Advertising Tools: Surveys, Focus Groups, Branding Frameworks, Media Planning 			
CERTIFICATIONS			
Branding and Customer Experience		IE Business School (Coursera)	2024
Design Thinking and Innovation		University of Virginia (Coursera)	2023
Excel Skills for Business: Advanced		Macquarie University (Coursera)	2023
Diploma in Interior Designing		IIFT, North Delhi Campus	2020
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Chief Creative Officer, Kanyathon		2024
<ul style="list-style-type: none"> Led creative strategy and produced all promotional materials. Designed 10-15 unique event posters to boost participant engagement. Managed inquiries and provided support for 1300+ attendees on event day. Ensured cohesive branding across all event communications. 			
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Attained 2nd place in Newspaper Dressing Competition at Gargi College, University of Delhi, showcasing creativity and presentation skills. Secured 3rd place in inter-school relay race competition, demonstrating teamwork and speed. Participated in CBSE cluster in a relay competition. Mentored job aspirants for 10 days in job readiness and managed a team of 14 during Bright Future NGO's social immersion program. Conducted workshops on Excel, Word, PowerPoint, communication skills, and interview preparation. 		
SKILLS	Excel, AutoCAD, 3Ds Max, Adobe Photoshop		