

ACADEMIC PROFILE			
PGDM Marketing	7.4 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BMS	78.20%	Gopal Narayan Singh university, Jauhar, Sasaram, Bihar	2022
Class XII (CBSE)	63.60%	DAV Public School, Admapur, Sasaram, Bihar	2018
Class X (CBSE)	76.00%	DAV Public School, Admapur, Sasaram Bihar	2016
AREAS OF STUDY			
Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Sales and Distribution Management, Strategic Selling, Negotiation in buying environments, Marketing Analytics, E-Commerce Category management, Social Media marketing, Customer Relationship Management, B2B.			
INTERNSHIP(S)			1 Months
PYzaql Bengaluru	Marketing Intern		March 2024 - April 2024
<ul style="list-style-type: none"> Objective: As an intern, my primary responsibility was to generate leads by raising awareness of our courses, focusing on researching and targeting potential individuals or organizations. Outcome: Successfully generated 40 leads by identifying and engaging with prospective clients interested in our offerings. 			
Shorter Loop, Remote	Marketing and Community Development Intern		July 2023 - Ongoing
<ul style="list-style-type: none"> Researched market trends, customer needs, and competitors in SaaS product management. Created and executed strategies to grow and engage an online community, boosting brand visibility. Worked on Lead Generation with conversion of 275 leads Worked with different teams to ensure marketing aligned with product goals, helping drive platform growth and user retention. 			
ACADEMIC PROJECT(S)			
Design Thinking (MAX Fashion)			
<ul style="list-style-type: none"> Objective: Conducted in-depth analysis of MAX fashion, identifying opportunities for improved customer engagement. Outcome: Leverage design thinking principles, emphasizing empathy and prototyping, to develop a customized feedback mechanism that aligns solutions with MAX brand identity. This initiative showcased innovation and addressed real – world challenges within the competitive retail landscape, demonstrating a commitment to meaningful customer-centric solutions. 			
Online Store Management and Website Development using Shopify.			
<ul style="list-style-type: none"> Objective: To gain hands-on experience in creating, maintaining, and optimizing an online retail platform as part of the academic curriculum. Outcome: Successfully managed an online store and developed a comprehensive e-commerce website using Shopify. This project provided practical experience in the end-to-end process of e-commerce platform development, from setup to optimization. 			
Marketing Analytics (Analysis of Kitkat brand presence and engagement on social media using social listening tools)			
<ul style="list-style-type: none"> Objective: Compare Kitkat performance with competitors, assess user engagement and sentiment, and provide strategic recommendations for enhancing social media strategy. Outcome: KitKat achieved 4188 mentions with a social media reach of 20.8 million. The analysis highlighted a predominantly positive sentiment, strong engagement, and effective brand presence compared to competitors like Snickers and Dairy Milk. Recommendations included leveraging influencers, improving non-social media presence, and encouraging user-generated content to enhance brand visibility and consumer interaction. 			
Brand Management and Marcom (Avante)			
<ul style="list-style-type: none"> Objective: The project aims to create a brand strategy for "Avanté," a smart helmet that enhances safety and connectivity for adventure motorcyclists through advanced features like HUD, voice control, and noise-canceling audio. Outcome: The project aims to position Avanté as a leading smart helmet brand for adventurous millennials and Gen Zers, driving awareness, engagement, and sales through targeted branding efforts. 			
CERTIFICATIONS			
Marketing and Advertising	MyCaptain		2020
Data Visualization in Excel	Macquarie University		2024
Market Research and Consumer Behavior	IE Business School		2023
Fundamental of Marketing Strategy	University of London		2023
Branding and customer Experience	IE Business School		2024
Channel Management and Retailing	IE Business School		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member- Academic Committee		2023-2024
<ul style="list-style-type: none"> As a member of the Academic Committee at JAGSoM, I managed all operational activities for the seniors' convocation ceremony. My responsibilities included coordinating with faculty and administration, organizing the event schedule, managing logistics, overseeing venue setup, and ensuring smooth execution. I also handled vendor coordination, invitations, RSVPs, and media team collaboration, ensuring a seamless and memorable event. 			
ACCOMPLISHMENT			
Activities	Shreyas NGO Position – Social Immersion Program Volunteer	Volunteer in Shreyas NGO for 10 days, I conducted field visits, interacting directly with communities to assess their needs and provide support. This experience enhanced my understanding of grassroots issues and strengthened my ability to work collaboratively in diverse environments.	
SKILLS	Microsoft Excel, Canva, SPSS, Sprout Social, Brand24, Figma, Apollo.io, Mr. E, Sales Funnel Analysis.		