

ACADEMIC PROFILE			
MBA - Marketing	5.31 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.COM (Hons)	70.96%	Maharaja Agrasen Himalayan Garhwal University	2023
Class XII (ICSE)	52.83%	Sunrise (English Medium) School	2020
Class X (ICSE)	63.28%	Sunrise (English Medium) School	2018
AREAS OF STUDY			
Social Media Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools.			
INTERNSHIP(S)			
Digital Abhiyan pvt. Ltd.	Social Media Marketing Intern	August 2024 - Ongoing	
<ul style="list-style-type: none"> Assisted my organization in establishing long-term relationships with current and potential customers by expanding its social media presence and helped in identifying which content works best on social media. 			
ACADEMIC PROJECT(S)			
Request for Problem (Zolix)			
<ul style="list-style-type: none"> Conducted comprehensive market research and segmentation to identify target audiences and optimize marketing strategies and created and managed content marketing initiatives to engage prospects and nurture leads. (Zolix.AI) 			
Managing Online Store Project (Vastrakool)			
<ul style="list-style-type: none"> Developed an online store specializing in oversized t-shirts and hoodies, Designed and implemented user-friendly website layout and navigation, Integrated secure payment gateway and real-time inventory management, Optimized website for mobile responsiveness and SEO. (Vastrakool) 			
Social Media Marketing on Intermittent Fasting (Hunger Hacker)			
<ul style="list-style-type: none"> Created and managed social media accounts focused on intermittent fasting, Developed and executed ad campaigns on Facebook and Instagram, Increased audience engagement and brand visibility through targeted ads, analyzed ad performance to optimize future campaigns. (@hunger.hacker) 			
CERTIFICATIONS			
Fundamentals of Digital Marketing		Google Garage	2024
Advanced Digital Transformation		IIMA - IIM Ahmedabad	2024
Social Media Marketing		SO ME Academy	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member of Cultural Committee		2023-2025
	<ul style="list-style-type: none"> Successfully facilitated an IPL cricket screening match in the campus hostel, ensuring a well-organized and engaging event for fellow students. 		
	Entertainment Head for Kanyathon		2023
	<ul style="list-style-type: none"> organized and managed entertainment activities, coordinated with performers, and ensured a successful event aligned with the charity's mission to save the girl child. 		
ACCOMPLISHMENTS			
Competitions and Activities	Social Immersion Programme		
	<ul style="list-style-type: none"> Worked in an NGO focused on improving education for children in tribal communities, enhancing access to quality learning and supporting their overall development. 		
	Volunteered in organizing FnF (For not for) , debate competition organized by-Vijay-Bhoomi-University.		
SKILLS	Digital Marketing, Shopify, Google Ads, Microsoft Office		