

| ACADEMIC PROFILE | | | |
|--|--|--|----------------------------|
| PGDM Marketing | 7.50 CGPA | Jagdish Sheth School of Management, Bengaluru | 2025 |
| BSc in H&HA | 69.00 % | Institute of Hotel Management, Gwalior | 2020 |
| Class XII(CBSE) | 67.40 % | Assisi Convent Sr. Sec. school, Etah | 2017 |
| Class X(CBSE) | 74.10 % | Assisi Convent Sr. Sec. school, Etah | 2015 |
| AREAS OF STUDY | | | |
| Marketing management, Brand Management, B2B Marketing, Customer Retention and Growth, Customer Acquisition, Sales and Service Analytics, Strategic Selling, Negotiation in Business Environment | | | |
| WORK EXPERIENCE | | | 15 Months |
| Reliance Retail Ltd., Madhya Pradesh | | Assistant Manager | Feb 2021 - May 2022 |
| <ul style="list-style-type: none"> Customer-Centric Leadership: Led and inspired a 20-member team to deliver outstanding customer experiences, enhancing brand loyalty and driving sales through strong relationship building. Operational Excellence: Streamlined store performance through strategic inventory management and effective problem-solving, utilizing SAP to support efficient operations and strengthen client relationships. Business Growth and Engagement: Boosted revenue with effective marketing and upselling, while strengthening customer and vendor relationships. <p>New Store Operations (NSO):</p> <ul style="list-style-type: none"> Market Expansion and Relationship Building: Secured prime store locations through market research, boosting growth and community ties. Team Building and Development: Recruited and developed high-performing teams for new stores, ensuring operational readiness and cultivating strong internal relationships. Comprehensive Operational Setup: Managed end-to-end store setup, including layout design, inventory stocking, and system implementation, to establish a strong foundation for client interactions. Financial and Stakeholder Management: Negotiated favourable lease terms and managed financial data for the West UP region, strengthening vendor and stakeholder relationships for mutual success. | | | |
| INTERNSHIP | | | 4 Months |
| The Oberoi Amarvilas, Agra | | Intern | Jul 2018 - Oct 2018 |
| <ul style="list-style-type: none"> Comprehensive Hospitality Training: Gained hands-on experience across multiple departments, including kitchen, guest service, housekeeping, HR, and F&B at The Oberoi Amarvilas, Agra, enhancing cross-functional relationship skills. Guest-Centric Relationship Building: Proven ability to exceed guest expectations through effective communication and problem-solving, strengthening guest relationships and ensuring service excellence. Collaborative Team Dynamics: Demonstrated strong teamwork and operational skills in a luxury hospitality environment, fostering a culture of cooperation and mutual support. | | | |
| ACADEMIC PROJECT(S) | | | |
| Optimizing Cult Fitness Space Efficiency and App. Usability | | | |
| <ul style="list-style-type: none"> Foster Community Engagement: Enhance app usability with features like slot availability and friend invites to build strong member relationships and foster a sense of community. Tailor Member Experiences: Develop personalized workout plans to meet individual fitness goals, strengthening client connections and boosting satisfaction. Enhance Operational Efficiency: Implement a QR code check-in system to manage gym capacity efficiently, ensuring seamless interactions and enhancing member loyalty. | | | |
| Creating AI Powered Technology Loaded Avanté Helmet | | | |
| <ul style="list-style-type: none"> Innovative Customer Solutions: Developed the Avanté Modular Smart Helmet with features like HUD, voice control, and noise cancellation to enhance user experience and address rider challenges. Consumer Insights: Conducted in-depth market research to identify target consumers and understand their needs, strengthening customer relationships and tailoring solutions. Brand Connection: Built a strong brand identity to establish Avanté's market position and foster a deeper connection with consumers. Targeted Outreach: Implemented comprehensive marketing strategies to effectively promote the product and engage with the target audience, ensuring customer satisfaction and loyalty. | | | |
| RFP | | | Ongoing |
| <ul style="list-style-type: none"> Project Title: Study of Attitude towards the snack bar product category amongst the target customers Project Details: The project will focus on calling customers based on the data shared by the company. I need to conduct interviews to identify consumer preferences and possible pain points to be addressed by the company. | | | |
| CERTIFICATIONS | | | |
| Branding and Customer Experience | | IE Business School (Coursera) | 2024 |
| Channel Management and Retailing | | IE Business School (Coursera) | 2024 |
| Excel Skills for Business: Advanced | | Macquarie University (Coursera) | 2023 |
| POSITIONS OF RESPONSIBILITY | | | |
| JAGSoM, Bengaluru | Member of PR & Media Committee | | 2023 - 2025 |
| | <ul style="list-style-type: none"> Team Member: Contributed to photography and logistics for various college events. Event Organizer: Successfully executed two events: a hostel ground speed dating event and a college-wide case code competition. | | |
| JAGSoM, Bengaluru | Bright Future, NGO | | |
| | <ul style="list-style-type: none"> Collaborated with Bright Future India for the education and upliftment of underprivileged youth. | | |
| ACCOMPLISHMENTS | | | |
| Competitions and Activities | | <ul style="list-style-type: none"> Demonstrated strong design thinking skills by placing second in a competition against 50 teams. Winner: Secured first place in an Analytics Quiz. | |
| SKILLS | | Microsoft (PowerPoint, Excel, Word), Data Visualization | |