

ACADEMIC PROFILE			
PGDM Marketing	7.11 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BCom Sales and Marketing	55.61%	Christ Church College, Kanpur	2023
Class XII (CBSE)	88.60%	Maharshi Vidya Mandir, Fatehpur, UP	2020
Class X (CBSE)	81.00%	Maharshi Vidya Mandir, Fatehpur, UP	2018
AREAS OF STUDY			
Digital Marketing, Social Media Marketing, Sales Distribution Management, Design Thinking, Proficiency in Business Tools, Managing Online Store, Market Research.			
ACADEMIC PROJECT(S)			
Request for Proposal- (Adiuvaret Kids)			
<ul style="list-style-type: none"> Developed and implemented a comprehensive digital marketing strategy for Adiuvaret Kids LLP, addressing traffic, conversion rates, and brand visibility. Conducted market research and competitor analysis and optimized digital products to target parents aged 30-40 globally. Enhanced social media presence and diversified marketing channels, including SEO, PPC, and email marketing. Positioned Adiuvaret Kids as a leading provider of digital preschool resources, improving website traffic and conversion rates. 			
Social Media Marketing (MBA Kickstart)			
<ul style="list-style-type: none"> Develop a social media strategy for MBA Kickstart. Running an ad campaign through Facebook Ads and analyzing insights from various social media platforms. Provide prospective MBA students with comprehensive preparation resources and personalized guidance, ensuring they are well-equipped for their MBA journey. 			
Managing Online Store Project (Ashkev)			
<ul style="list-style-type: none"> Transformed Ashkev's e-commerce presence by launching a dynamic Shopify website, boosting the coconut goodness online visibility and sales. I conducted A/B testing, keyword analysis, and strategic bidding to optimize ad performance and enhance visibility. This project provided me with practical experience in e-commerce management, digital advertising, web development, and using analytical tools to measure and optimize campaign success. Through this project, I gained practical experience in e-commerce management, digital advertising, and web development. <p>https://ashkevs.in/</p>			
Brand Management (Wardrobe Whisper)			
<ul style="list-style-type: none"> AI-Powered App Development: Co-created an AI-driven outfit recommendation app that includes a second-hand clothing marketplace for sustainability. Target Market Analysis: Conducted in-depth analysis to define key demographics and psychographics, focusing on fashion-conscious, time-constrained users. Brand Identity Creation: Developed the brand identity "Effortlessly Chic. Infinite Possibilities," positioning the app as a personal style consultant. Marketing Strategy Execution: Led social media campaigns, influencer partnerships, and experiential marketing initiatives to increase app visibility and user engagement. <p>https://wardrobewhisper.wordpress.com/</p>			
Design Thinking (Max Fashion)			
<ul style="list-style-type: none"> Conducted an in-depth analysis of MAX to identify opportunities for enhancing customer engagement. Developed a kiosk interface using design thinking principles, emphasizing empathy and prototyping. Ensured solutions aligned with MAX's brand identity. Successfully demonstrated our ability to innovate and tackle real-world challenges in the competitive retail landscape. 			
CERTIFICATIONS			
Branding and Customer Experience	IE Business School [Coursera]		2024
Power BI for Beginners	Skill up [Simpli learn]		2024
Excel Power Tools for Data Analysis	Macquarie University [Coursera]		2023
Market Research and Consumer Behavior	IE Business School [Coursera]		2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member Admissions Committee		2023-2024
Played a key role in the college admission selection process, involving evaluation of applications, conducting interviews, and collaborating with faculty to ensure a fair and effective selection of candidates.			
ACCOMPLISHMENTS			
Competitions and Activities	Social immersion program participant, Abhyudaya NGO, aims to empower unprivileged communities through education, skill development, and holistic support.		
SKILLS		Marketing Campaigns, Digital Marketing Strategy, Email Marketing, Content Strategy, SEO/SEM, MS Excel, Canva.	