

ACADEMIC PROFILE			
PGDM Marketing	7.10CGPA	Jagdish Sheth School of Management, Bengaluru.	2025
Bachelor of Commerce	79.30%	Rishi Degree College, Hyderabad.	2021
Class XII (TGBIE)	77.80%	St. Francis Xavier Junior College, Hyderabad.	2018
Class X (ICSE)	65.00%	St. Joseph's Public School, Hyderabad.	2016
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Design Thinking, Social Media Marketing, Marketing Analytics, Managing online store, Proficiency in Business Tools, Brand Management & MarCom			
ACADEMIC PROJECT(S)			
Shopify Powered E -Commerce Platform for the Epoxy Furniture			
<ul style="list-style-type: none"> Developed and managed an online store, Resiture, focused on Epoxy Furniture. Implemented User Centre shopping Interface to optimize brand visibility and foster Customer Engagement. Utilized digital marketing strategies, including Google Ads, keyword research, Google search Console for SEO Optimization. 			
Boosting Desi Kala -Social Media Marketing for sustainability and cultural heritage			
<ul style="list-style-type: none"> Developed and implemented a social media plan for Desi Kala, focusing on sustainability and cultural heritage to engage the target audience and boost brand awareness Successfully engaged audience in urban and culturally active areas such as Delhi, Mumbai, Bangalore, Kolkata through content creation and paid media. 			
Request for Proposal – Shorter Loop			
<ul style="list-style-type: none"> Strategic Plan for Building an Online Community for Shorter Loop a B2B Company Focusing on competitor analysis, developing and executing a content and social media strategy for shorter loop on all Platform. 			
Social Media Analysis of Foldable Phone Industry			
<ul style="list-style-type: none"> Conducted a thorough social media analysis on major players in the foldable phone market, including Samsung, Vivo, Xiaomi, and others. The analysis involved monitoring mentions, sentiment analysis, and tracking social media reach across various platforms. Identified key market trends, including the projected growth of the foldable phone market to \$63.31 billion by 2029, and evaluated consumer sentiment, noting that positive mentions outnumbered negative ones, with Samsung and Vivo leading in social media presence. 			
Enhancing Customer Experience at Croma			
<ul style="list-style-type: none"> Conducted in-depth analysis of Croma's retail electronic business, identifying opportunities for improving customer engagement. Developed a tailored mobile app and user-friendly kiosk system to streamline the shopping experience. Applied design thinking principles, emphasizing empathy and prototyping, aligning solutions with Croma's brand identity. Successfully showcased our ability to innovate and address real-world challenges in the competitive retail landscape. 			
CERTIFICATIONS			
Branding and Customer Experience		Coursera	2024
Fundamental of Digital Marketing		Google	2024
Fundamental of Business Strategy		Coursera	2024
Designing Thinking for the Innovation		Coursera	2023
Data Visualization in excel for Business		Coursera	2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru.	<ul style="list-style-type: none"> Member of PEP and Sports Committee 2024-2025 Conduct PEP and Sports Events for the fellow Students. 		
	<ul style="list-style-type: none"> GDPI Coordinator 2024 Coordinated with Placement Committee to conduct Mock GDPI with Industry corporates for the Batch. 		
	<ul style="list-style-type: none"> Part of the Placement preparation book plan for MarTech 2024 Had being the part of Case Study analysis team and had helped in solving more than 20+ Case Study 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Participated in the ICSE and ISE Sports meet as Basketball representative for my school 		2016
SKILLS	MS-Excel, PowerPoint, Python -Basic, Social Media Proficiency		