

ACADEMIC PROFILE			
PGDM Marketing	8.0 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Com Hons. (Management)	73.60%	Institute for Excellence in Higher Education, Bhopal	2023
Class XII (CBSE)	90.50%	New Age Public School, Gadarwara, Madhya Pradesh	2020
Class X (CBSE)	80.50%	New Age Public School, Gadarwara, Madhya Pradesh	2018
AREAS OF STUDY			
Digital Marketing, Social Media Marketing, Brand Management, Market Research, E-commerce Strategy Management, Sales and Distribution Management, Marketing Strategy, Product Management, Consumer Behavior, Omni-channel Marketing, Marketing Analytics.			
INTERNSHIP(S)			
Talent Carve	Social Media Marketing Intern		August 2024 - Ongoing
<ul style="list-style-type: none">Managed social media platforms including LinkedIn, Instagram, and Facebook to enhance brand visibility and engagement.Developed and posted daily updates related to law, soft skills, and career counseling, growing the follower base across all platforms.Authored two blogs per week, creating content relevant to students, including long-form articles, case studies, and news write-ups.Assisted in creating educational reading materials, modules, and notes for upcoming courses.Researched various government schemes and contributed to project reports for strategic planning.Supported initiatives for brand promotion and overall growth of the Talent Carve platform.			
ACADEMIC PROJECT(S)			
Social Media Plan & Campaign - Scented Candles			
<ul style="list-style-type: none">Developed and executed a targeted social media marketing strategy, including audience segmentation, 2 buyer persona creation, and content calendar for one month (May 2024) for a candle brand.Performed competitive analysis of eco-friendly candle brands (Ekam, Miniso) to identify market positioning, consumer trends, and content opportunitiesDeveloped and implemented a social media content strategy, including influencer marketing campaigns, to enhance brand awareness and engagement on Facebook and Instagram.Managed and optimized paid social media advertising campaigns on Meta platforms, including static, carousel, and Reels to drive Reach and achieve marketing objectives.			
Capstone Project - Pizza Hut			
<ul style="list-style-type: none">Conducted customer segmentation analysis through comprehensive surveys of 250 people to identify key demographics and preferences, informing targeted marketing strategies and customer acquisition efforts.Performed product performance analysis to identify top-selling items, customer preferences, and opportunities for product assortment optimization and category expansion. This included analyzing the category with the highest and lowest sales, evaluating the performance of newly introduced categories and assessing the impact of offers and discounts.			
E-commerce Store Build and Management on Shopify			
<ul style="list-style-type: none">Developed and executed social media campaigns for an eco-friendly home decor and gardening e-commerce platform on Shopify, optimizing content performance and audience engagement.Led the development and launch of two categories - eco-friendly home decor and gardening e-commerce store on Shopify. Implemented category management strategies, gaining expertise in product categorization, online merchandising, and store optimization.Analyzed the "EcoVines Search Campaign" for eco-friendly gardening products, achieving a notable CTR with an average CPC, and high engagement in the Bengaluru region.			
NU LOOK Saloon in dept analysis (Design Thinking)			
<ul style="list-style-type: none">Implemented targeted marketing campaigns and introduced value-added services to increase customer acquisition and boost sales for a local salon (Nu-Look Salon). Conducted face-to-face surveys with 50 people and asked their needs and preferences, brainstormed multiple ideas, and developed a prototype for the final solutions, which was presented to the salon manager.Successfully increased customer traffic by 30% within 15 days after implementing the solution by identifying and addressing low demand periods.			
CERTIFICATIONS			
Microsoft Power BI Desktop for Business Intelligence		[Udemy]	2024
E-commerce Marketing Certification		HubSpot Academy	2024
Omnichannel Marketing Job Stimulation		Lululemon [Forage]	2024
Digital Marketing course 12 in 1		[Udemy]	2023
Digital Business Models		Lund University [Coursera]	2024
The Fundamentals of Digital Marketing		Google	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member of Alumni Committee		2023-25
	<ul style="list-style-type: none">Expanded the alumni network by increasing membership engagement and strengthening corporate connections through targeted outreach and strategic partnerships.Leveraged social media platforms to build and maintain a robust alumni community, fostering engagement through content creation, community management, and online networking events.Contributed to the development and maintenance of a standardized alumni database, organizing regular interaction sessions and networking events with esteemed professionals from diverse industries to facilitate career growth and industry insights.		
	Global Doctoral Consortium Volunteer		2023-25
<ul style="list-style-type: none">Played a pivotal role as a core volunteer in a global doctoral consortium, ensuring smooth event coordination.			
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none">Ranked among the Top 5 in the intra-college Design Thinking competition.Ranked among Top 10 for Covid-19 research book during graduation.		
SKILLS	MS-Excel, Power Bi, Sprout Social, Google Analytics, Facebook Insights, Canva, Adobe Photoshop		