

ACADEMIC PROFILE			
PGDM - Marketing	7.3 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
Bachelor of Commerce	78.00%	Madras Christian College, Chennai	2023
Class XII (ISE)	80.20%	Corpus Christi School, Nagercoil	2020
Class X (ICSE)	86.20%	Sacred Heart International School, Marthandam	2018
AREAS OF STUDY			
Marketing Management, E-commerce Category Management, B2B Marketing, Digital Marketing, Social Media Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools			
INTERNSHIP(S)			2 Months
Kurian Abraham Private Limited, Nagercoil		Sales intern	December 2022 - Jan 2023
https://www.ooppoottil.com/kap.html <ul style="list-style-type: none">Gained in-depth understanding of the company products and pricing strategies.Observed and practiced effective customer communication and relationship-buildingUnderstood the significance of customer service in fostering loyalty and long-term relationships.			
ACADEMIC PROJECT(S)			
Customer Journey Enhancement (Design Thinking) <ul style="list-style-type: none">Applied strategies to improve customer journey, boosting offline sales.Personalized customer interactions, enhanced in-store experience, improved customer feedback, staff training program.Improved inventory management by 20%, reducing customer frustration and negative impacts.Real time inventory tracking, demand forecasting, supplier collaboration.			
Managing Online Store Project (Ashkev) <ul style="list-style-type: none">Developed and managed the creation of a Shopify account for Ashkev, a coconut-based health and beauty products company.Created a user-friendly website to educate about the benefits of coconut with configured product listings. Implemented effective digital marketing strategies, including Google Ads and keyword research.Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. (https://ashkeys.in/)			
Social Media Marketing Project (Unleash) <ul style="list-style-type: none">Created and developed the fictional fitness and wellness brand Unleash.Executed an Instagram and Facebook marketing campaign to build brand awareness.Developed engaging content tailored to the target audience.			
CERTIFICATIONS			
Fundamentals of Digital Marketing		Google	2024
Digital Marketing and E-commerce Professional Certificate		Google	2024
Fundamentals of Capital Markets Module		Finmark	2021
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member - PR & Media Committee <ul style="list-style-type: none">Developed and Maintained relationships with media contacts and outlets.Analyzed and reported on the campaign effectiveness and media engagementsOrganized and managed case events and coordinated with other colleges.		2023-2025
	Captain - College Football Team <ul style="list-style-type: none">Led the college football team as a captain, demonstrating strong leadership and teamworkPlayed a key role in representing the team at XIME college.		2024
Madras Christian College, Chennai	Team leader - Project Development <ul style="list-style-type: none">Led a team of 5 in devising a recycling plastics initiative.Contributed ideas aimed at saving the environment through sustainable plastic recycling solutions.		2022
	Captain - College Football Team <ul style="list-style-type: none">Captained the college football team and led it in various inter-college tournaments.Earned “Best Player of the Tournament” awards for outstanding performance.		2020
ACCOMPLISHMENTS			
Competitions and Activities	Winner in Best Innovators of the department award conducted by Madras Christian College.		2022
Professional	Best intern Award in Kurian Abraham Private Limited.		2022
SKILLS	MS-Excel, MS-PowerPoint, SPSS, Canva, Tally, Java		