

ACADEMIC PROFILE

PGDM Marketing	7.6 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.COM Hons. (Acc.)	76.30 %	Tara Devi Harakh Chand Kankaria Jain College, Kolkata	2021
Class XII (CBSE)	83.60%	Kendriya Vidyalaya Cossipore, Kolkata	2018
Class X (CBSE)	72.20%	Kendriya Vidyalaya Cossipore, Kolkata	2016

AREAS OF STUDY

- Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Integrated Marketing Communications, Sales and Distribution Management, Product and Service Innovation, Retail Management, Marketing Analytics, E-Commerce category management, CRM

INTERNSHIP(S)

5 Months

Modice Creation(South Africa)	Business Development Intern	May 2024 - Present
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- As a Business Development Intern at Modice Creation, an SME in South Africa, I analyze the company's performance and collaborate with the team managing its eCommerce website, aiming to optimize business operations and enhance online sales strategies.

Cook N Klean	Digital Marketing Intern	Aug 2024 - Sep 2024
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- As a Digital Marketing Intern at Cook n Klean, I managed social media marketing across multiple platforms and executed email marketing campaigns, focusing on driving brand visibility and customer engagement.

MJ Marketing	Marketing Intern	Aug 2024 - Present
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- Marketing Intern at MJ Marketing, a B2C company. Responsible for generating leads and selling courses through effective marketing strategies.

ACADEMIC PROJECT(S)

Request for Problem (Ecommerce Project- CASIO)

- Objective:** Streamline e-commerce return and exchange process & Mitigate the return of counterfeit and used items.
- Outcome:** Create an efficient process using data analytics, customer feedback, and targeted marketing & Significantly reduce the return of counterfeit items.

Design Thinking (Research on NULOOK salon)

- Objective:** Identifying growth opportunities and mitigating threats through market research and SWOT analysis.
- Outcome:** Conducted comprehensive analysis of Nulook Salon using design thinking. Identified growth opportunities and mitigated threats through market research. Implemented innovative solutions, resulting in increased footfall and customer satisfaction. Achieved top 10 position as a team.

Online Store Management and Website Development using Shopify.

- Objective:** To gain hands-on experience in creating, maintaining, and optimizing an online retail platform as part of the academic curriculum.
- Outcome:** Successfully managed an online store and developed a comprehensive e-commerce website using Shopify. This project provided practical experience in the end-to-end process of e-commerce platform development, from setup to optimization.

Social Media Marketing

- Objective:** To gain hands-on experience in creating, maintaining and optimizing our social media handles and pages.
- Outcome:** Successfully launched carousels and posts, including song promotions via reels, leading to increased reach, user interaction, and a measurable boost in follower growth and content engagement.

CERTIFICATIONS

Digital Business Models	Lund University [Coursera]	2024
Data Visualization in Excel	Macquarie University [Coursera]	2024
Market Research and Consumer Behaviour	IE Business School [Coursera]	2024
MS office	Academia	2018

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	Member of Industry Connect Committee <ul style="list-style-type: none">Expanded the network of corporate contact. Organized industry interaction sessions, guest lectures, and workshops with leading professionals	2024
Shreyas NGO	Shreyas NGO 2023 Position <ul style="list-style-type: none">Social Immersion Program Participant -Focused on physical challenged children.	2023

ACCOMPLISHMENTS

Professional	<ul style="list-style-type: none">Secured DHL GBSN FELLOSHIP and working with SOUTH AFRICAN SME
Competition and Activities	<ul style="list-style-type: none">Secured Top 10 position in the intra-college Design Thinking competition.Secured 2nd Position in SOLVATHON competition which was CASE based Competition.Managed a Management Fest for our committee and led one of the competition.

SKILLS	Customer focus, Teamwork, Negotiation, Excel, Shopify, Collaboration & Communication, Presentation Skills, Google Analytics, Figma
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