

ACADEMIC PROFILE			
PGDM - Marketing	5.4 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA	60.8%	Symbiosis International University, Noida	2022
Class XII (CBSE)	79.6%	Columbia Foundation Sr. Sec. School, New Delhi	2018
Class X (CBSE)	86.4%	Sanjeevani Public School, New Delhi	2016
AREAS OF STUDY			
Market Research, Marketing Analytics, Digital Marketing, Design Thinking, Digital Business, Consumer Behavior, Proficiency in Business Tools, E-commerce Category Management, UX/UI Design			
INTERNSHIP(S)			9 Months
Honorary Consulate General of Montenegro in India’s office		Project Intern	July 2024-August 2024
<ul style="list-style-type: none">Responsible for managing the book launch event for "The Administrator: Jagdishwar Nigam I.C.S. vs. The British Raj," hosted by the Honorary Consulate General of Montenegro in India.Ensure a successful and high-profile event with diplomat attendance.Coordinated with the Honorary Consulate General, H.E. Dr. Janice Darbari, to organize the event.Personally invited diplomats and executed a marketing strategy to increase awareness about the book.The event was highly successful and well-received.			
Explore It	Project Intern		January 2022-March 2022
<ul style="list-style-type: none">Worked to increase awareness for "Project It" (plant 1 million native trees).Enhance project visibility and engagement through various initiatives.Organized virtual campaigns and crowdfunding programs.Coordinated physical events including plantation drives, marathons, and water body rejuvenation activities.Successfully raised awareness and engaged the community in the project's goals.			
Lealmart	Social Media Marketing Intern		January 2021-April 2021
<ul style="list-style-type: none">Responsible for Instagram and Pinterest marketing to enhance brand reach.We needed to increase social media reach and engagement.Developed and executed marketing ideas for Instagram and Pinterest.Implemented strategies to optimize content and reach target audiences.I increased reach by 50%.			
ACADEMIC PROJECT(S)			
Social Media Marketing (Hunger.Hackers)			
<ul style="list-style-type: none">Managed the Facebook and Instagram presence for the intermittent fasting community.Increase followers, engagement, and visibility within a Rs 2000 budget.Created content calendars and scheduled engaging multimedia content 25-30 posts/month.Managed targeted paid ad campaigns.Increased followers by 50%, boosted engagement rates by 6.2% and achieved 440k impressions			
Managing Online Store Project (VastraKool)			
<ul style="list-style-type: none">Aimed to establish an online presence and improve market reach for our apparel brand.Design and launch a Shopify store, conduct market research, and manage Google AdWords.Conducted market research to identify potential customers and launched a user-friendly Shopify store.Managed Google AdWords with a Rs 1000 budget.Increased traffic by 25%, Boosted ROI by 20%.			
Yulu (Design Thinking)			
<ul style="list-style-type: none">Aimed to enhance customer satisfaction for Yulu within a 3-month timeframe.Optimize user experience, improve product quality, and provide personalized support, including prototype development.Designed and tested prototypes to optimize store layout and product placement, ensuring high-quality vehicles.Provided responsive and empathetic customer support through multiple channels.Increased Yulu's customer satisfaction by 25% within 3 months.			
CERTIFICATIONS			
<ul style="list-style-type: none">Market Research and Consumer BehaviorAdvanced Google AnalyticsFrom Brand to Image: Creating High Impact Campaigns that Tell Brand Stories.Customer Relationship Management		<ul style="list-style-type: none">CourseraGoogleCourseraCoursera	<ul style="list-style-type: none">2024202420232024
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none">2nd Place Winner at Creative Crew for innovatively selling plain white T-shirts.Achieved 3rd Place in Managing Online store Project for VastrakoolVolunteered for TribalHood Festival-Season1Letter of appreciation by Dr Janice Darbari- Honorary Consulate General of Montenegro in India		
SKILLS	Python, MS-Office, SPSS, Canva, Project Management		