

ACADEMIC PROFILE			
PGDM Marketing	8.34 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA (Hons.)	72.58%	Techno India University, Kolkata	2021
Class XII (NIOS)	57.80%	National Institute of Open Schooling, Patna	2017
Class X (ICSE)	77.30%	ST. Francis School, Deoghar	2014
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools, Consumer Behavior, Customer Relationship Management, Channel Management			
INTERNSHIP(S)			
Divyani International (Costa Café)		September 2024 - Ongoing	
Objective: To apply innovative marketing strategies aimed at enhancing brand ROI and increasing footfall at Costa Café, with a focus on delivering measurable results as a Marketing Intern at Divyani International.			
LIVE PROJECT(S)			
Casio			
Objective: To mitigate the return of counterfeit and used parts on e-commerce platforms by developing a streamlined, data-driven process for managing product exchanges and returns.			
Outcome: Ongoing research aimed at creating efficient return management processes, utilizing data analytics and customer feedback systems, with potential to significantly reduce counterfeit and used item returns through personalized communication and loyalty programs.			
ACADEMIC PROJECT(S)			
Managing Online Stores (Toyfee)			
<ul style="list-style-type: none"> Developed and managed Toyfee, an online store for toys. Created and maintained social media profiles to promote products and engage with customers. Implemented digital marketing strategies, including Google Ads and social media campaigns, achieving a 3.62% CTR. Outcome: Successfully managed an online store, developed product categories, and optimized a comprehensive e-commerce website using Shopify. Website: toyfee.com 			
Design Thinking (Zudio In-Depth Analysis)			
<ul style="list-style-type: none"> Conducted analysis of Zudio's retail electronics business to enhance customer engagement. Developed a user-friendly kiosk system to streamline shopping experiences. Applied design thinking principles, emphasizing empathy and prototyping. 			
Marketing Analytics (Social Listening Analysis for Maybelline)			
<ul style="list-style-type: none"> Identified key performance indicators for leading cosmetic brands based on engagement, mentions, and sentiment analysis. Uncovered strengths and weaknesses of each brand to inform targeted marketing strategies. Provided actionable recommendations for improving brand performance and audience engagement. 			
Brand Management & Marcom (Thread Tails)			
<ul style="list-style-type: none"> Developed a comprehensive marketing communication strategy for a custom tailoring platform, Thread Tails, utilizing frameworks such as value proposition, brand essence, and experiential marketing. Conducted in-depth market research to identify customer needs and tailor the brand identity accordingly. Designed a robust brand architecture and visual identity to establish a strong brand presence. Implemented a multi-channel marketing approach, incorporating digital, social, and experiential touchpoints to engage target audience. Successfully created a unique brand positioning for Thread Tails, differentiating it from competitors in the custom tailoring market. 			
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
Fundamentals of Digital Marketing	Google		2024
Omnichannel Marketing Virtual Experience Program	lululemon [Forage]		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Corporate Connect Head- External Relations & Placement Committee		2023 - 2024
	<ul style="list-style-type: none"> Organized guest lectures and workshops with leading professionals. Expanded the network of recruiters and corporate contact. 		
	Marketing Team/ Venue Team- Kanyathon Event 2024		
	<ul style="list-style-type: none"> Organized camps at public places for selling the tickets and successfully raised significant funds. Managed the arrangements and operations for the smooth functioning of the event. 		
ACCOMPLISHMENTS			
Competitions	Certified Beginner Skier from Indian Institute of Skiing & Mountaineering (Govt. Of India).		2020
SKILLS			
Excel, Shopify, Power Bi, Sales Tools & CRM Systems, Lead Generation & Qualification, Negotiation & Influencing			