

ACADEMIC PROFILE			
MBA Marketing	7.02 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.E. IT	61.90%	P. V. G. College of Engineering, Pune	2019
Class XII (HSC)	76.92%	H. H. C. P. Junior College Pune	2015
Class X (SSC)	91.27%	H. H. C. P. High School, Pune	2013
AREAS OF STUDY			
E-commerce Category Management, Sales Distribution Management, Digital Marketing, Digital Business, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools.			
ACADEMIC PROJECT(S)			
Request for Problem (Zolix.Ai)			
<ul style="list-style-type: none"> Conducted research for Zolix, which works in cloud cost optimization, to build a robust and scalable digital marketing pipeline to market their B2B product called C2O. Aiming to enhance the user experience and purchasing journey, with the goal of boosting overall sales and website retention. 			
Managing Online Stores- Building an E-Commerce business from scratch (VastraKool)			
<ul style="list-style-type: none"> Developed and managed an online store, VastraKool, with products such as trendy oversized T-shirts and Hoodies. Created a user-friendly website to provide high-quality, cool graphic printed t-shirts and hoodies targeting Gen-z people. Implemented effective digital marketing strategies, including Google Ads and keyword research, achieving a CTR of 4.5% in one week's time. Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. 			
Introduction to Digital Business - (Pidilite)			
<ul style="list-style-type: none"> Transform existing business model of Pidilite company into digital business model by creating value proposition. Digitalization of Pidilite's Supply Chain and Distribution process. 			
Design Thinking – Café Food Katta			
<ul style="list-style-type: none"> Conducted in-depth research into Problems faced by a Café in village called Food Katta. Analyzed various solutions and developed a conceptual design. 			
CERTIFICATIONS			
Google Analytics		Udemy	2024
Fundamentals of Digital Marketing		Google	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member of Intellectual Contribution & Knowledge Creation Committee		2024
	<ul style="list-style-type: none"> Drafted plans for various activities and organized them efficiently. Communicated and Coordinated committee initiatives efficiently. 		
	Head of Sponsorship Team for Kanyathon Event 2024		2024
PVG's COET, Pune	<ul style="list-style-type: none"> Actively participated in organizing and promoting cultural events. 		
	Member of Cultural Committee at Vijaybhoomi University		2023
PVG's COET, Pune	<ul style="list-style-type: none"> Actively participated in organizing and promoting cultural events. Showcased my talent by giving dance performances on various occasions, contributing to the vibrant and dynamic cultural atmosphere on campus. 		
	Member of Entrepreneurship Development Cell Committee		2016-2019
Successfully organized a Business Pitch event. The event provided aspiring entrepreneurs in our college, a platform to present their business ideas to a panel of judges, fostering innovation and entrepreneurship within the community.			
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> 2nd place winner at New India Junction Debate Competition. Won Silver Medal in Relay in Ran Bhoomi Sports Competition. Volunteered "For Not For" International Debate Competition. 		
SKILLS	Communication Skills, Analytical skills, Problem solving skills, SQL, HTML, CSS, MS-Office.		