

ACADEMIC PROFILE			
PGDM - Marketing	72.67 %	Jagdish Sheth School of Management, Bengaluru	2025
B. Com	69.19 %	New LJ Commerce College, Ahmedabad (GU)	2022
Class XII (RBSE)	67.00 %	Shiv Jyoti Sr Sec School, Kota	2018
Class X (RBSE)	86.17 %	Solar International School, Sanchore	2016
AREAS OF STUDY			
<ul style="list-style-type: none"> Strategic Management, Marketing Management, Marketing Research, Financial Management, Operations Management, Organizational Behaviour, Entrepreneurship, Supply Chain Management, Consumer Behaviour, Customer Acquisition, Service Marketing, Channel partner management and, Customer Retention. 			
WORK EXPERIENCE			4 Months
Crystalvoxx LTD	Junior Sales Executive		April 2022 – July 2022
<ul style="list-style-type: none"> Transformed cold leads into successful sales at Crystalvoxx. Conducted cold calls, sent bulk emails, and made video calls to engage clients. Maintained communication with previous clients to nurture relationships and lead a team of 3 sales executives. 			
INTERNSHIP(S)			6 Weeks
FilterCopy	Social Media Content Creator Trainee		Feb 2021 - Mar 2021
<ul style="list-style-type: none"> Completed a 6-week internship focused on social media content creation. Developed skills in creating content for multiple platforms including YouTube, Instagram, and Facebook. Applied learned techniques to personal Instagram account, resulting in a gain of over 120 organic followers. 			
ACADEMIC PROJECT(S)			
Design Thinking			
<ul style="list-style-type: none"> Created a booking app for Hotel Bloosuites, increasing online reservations by 30%. Implemented airport wall advertising, reaching an estimated 50,000 travellers daily. Redesigned hotel ambiance to cater to distinct customer groups, resulting in a 25% increase in overall guest satisfaction. Combined initiatives led to a 20% boost in occupancy rates and a 15% increase in revenue per available room (RevPAR). 			
Strategic Analysis and Value Proposition for Swiggy and Xoxoday			
<ul style="list-style-type: none"> Conducted in-depth background research on Swiggy and Xoxoday, gathering relevant information about their market presence, and service portfolios. Performed a STEEP Analysis to understand the macro-environmental factors affecting Swiggy and Xoxoday. Analyzed competitive environment using Porter's Five Forces framework to assess the industry's attractiveness and identify competitive pressures. Developed an extensive 9 Box SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for Swiggy and Xoxoday to identify strategic options moving forward. 			
CERTIFICATIONS			
Branding and Customer Experience	IE Business School (Coursera)		2024
Channel Management and Retailing	IE Business School (Coursera)		2024
Excel Skills for Business: Advanced	Macquarie University (Coursera)		2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Head – General Public – Kanyathon		2024
	<ul style="list-style-type: none"> Led a 7-person "General Public" team for the Kanyathon fundraiser marathon event. Successfully raised ₹54,000 in total revenue through ticket sales. Conducted endorsement and education campaigns in Electronic City Phase 1 and Phase 2. Inspired revenue by effectively promoting and selling event tickets to the general public. 		
	Member - Events Team - Admissions Committee		2023-2024
<ul style="list-style-type: none"> Conduct weekly online admission selection interviews for new applicants. Plan and organize engaging activities like Jagsom Premier League (cricket) and Jagsom Super League (soccer) for the 2023-2025 batch. Coordinate events for newly inducted students to facilitate their integration into the college. 			
ACCOMPLISHMENTS			
Competitions	<ul style="list-style-type: none"> Earned selection for the district level Basketball competition, demonstrating exceptional skill and competitive prowess in the sport. 		
SKILLS			
<ul style="list-style-type: none"> Customer onboarding, Proactive problem-solving, Churn reduction, Upselling and cross-selling. 			