

ACADEMIC PROFILE			
PGDM Marketing	6.4 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA Marketing	88.35 %	MIT World Peace University, Pune	2022
Class XII(CBSE)	69.07 %	Hiramani School, Ahmedabad	2019
Class X(CBSE)	73.67 %	Hiramani School, Ahmedabad	2017
AREAS OF STUDY			
Sales and Distribution Management, B2B Marketing, Brand Management, Managing Sales Channel, Trade Marketing, Service Marketing, Business Simulation and strategy.			
INTERNSHIP(S)			7 months
Letsbiz, Ahmedabad	Marketing Intern	March 2021 – October 2021	
<ul style="list-style-type: none"> Reached out to potential clients by crafting personalized pitch and highlighted the unique benefits of our marketing services. Managed social media accounts for multiple clients, developing tailored content calendars that aligned with their demands. Monitored campaign performance and gathered client feedback to optimize strategies. Led the cross-functional collaboration with content writers and graphic designers, ensuring the seamless execution of creative campaigns that drove visibility for the clients. 			
ACADEMIC PROJECT(S)			
Brand Management Capstone Project			
<ul style="list-style-type: none"> The Business idea of our Project was bridging the gap between customers seeking customized clothing and skilled tailors. We did the market research by identifying the target demographic as middle to upper-middle-class age category predominantly Gen Z and Millennials. We created the temporary website for the same where the customers could connect with tailors and highlighted the need of making the custom fashion affordable. In this entire project we used various marketing concepts that were covered in our subject like Brand Essence, Benefit ladder, Brand idea, Brand sensorial and much more. 			
Revitalizing Customer Experience			
<ul style="list-style-type: none"> The project aimed at identifying the problems experienced at Amma's Pastry by interacting with the stakeholders and the customers of the bakery. Objective was to understand and address issues such as limited seating, uninviting interior, lack of bakery aroma, and ineffective cake packaging. Conducted comprehensive market research, including in-depth customer interviews and data analysis, designed a prototype solution such as optimized seating arrangements, a visually appealing interior redesign and revamped packaging. Presented solutions leading to positive management feedback and potential implementation, aiming to boost customer footfall and satisfaction. 			
CERTIFICATIONS			
Digital Marketing	ASDM – Ahmedabad School of Digital Marketing	2023	
Excel skills for Business	MACQUARIE University (Coursera)	2023	
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Playing U-16 cricket at the district level in Ahmedabad sharpened my teamwork, discipline, and strategic thinking. Competing against skilled peers pushed me to refine my abilities and strengthened my resilience. This experience was pivotal in shaping my leadership qualities and ability to perform under pressure. Finishing 2nd in the 600m race at the district level was a testament to my perseverance and dedication. It taught me the importance of stamina, focus, and mental toughness. This achievement fueled my passion for athletics and instilled a lifelong commitment to personal growth and overcoming challenges. During my Social Immersion Program, I was assigned to teach in a government school for children for the period of 10 days, where I focused on educating students in class 6. Led 25-member digital marketing team during Kanyathon event for planning, budgeting, and executing social media campaigns for college event, including influencer collaborations. 		
SKILLS	<ul style="list-style-type: none"> MS Office (Excel, PowerPoint, Word) 		