

ACADEMIC PROFILE			
PGDM – Marketing	7.10 CGPA	Jagdish Seth School of Management, Bangalore, Kamataka	2025
BHM/Hotel Management and Administration	74.50%	State Institute of Hotel Management, Rohtak, Haryana	2019
Class XII (CBSE)	72.80%	Sh. S.N. Sidheswar Sr. Sec. Pub. School, Gurgaon, Haryana	2016
Class X (CBSE)	70.30%	Army Public School, Shankar Vihar, Delhi Cantt, Delhi	2014
AREAS OF STUDY			
<ul style="list-style-type: none"> B2B, Social Media Marketing, E-Commerce, Marketing Research, Digital Marketing, Brand Management and Communication, Marketing Analytics, Managing Online Store, UX Design, Consumer Behavior. 			
WORK EXPERIENCE			25 Months
Plaza Premium Lounge, IGI Airport, Delhi	Guest Service Officer	June 2019 – July 2021	
<ul style="list-style-type: none"> Spearheaded service initiatives, increasing customer satisfaction by 20% through optimized delivery and guest interactions. Led peak-shift lounge operations, coordinating with 4 departments and managing a team of 15 staff. Handled 110+ daily transactions and resolved 95% of guest grievances within 09 hours. Led a team of 15 - 20 members, organizing weekly meetings that boosted morale by 15%. Handled B2B client relationships, ensuring seamless operations and boosting lounge sales. 			
INTERNSHIP(S)			11 Months
Talent Carve, Bangalore (Remote)	Social Media Intern	July 2024 – September 2024	
<ul style="list-style-type: none"> Managed social media platforms (LinkedIn, Instagram, and Facebook), leading to a 25% increase in engagement to enhance brand presence and engagement for Talent Carve. Assisted in creating educational materials for upcoming courses and contributed to the curation of the e-book 'Gentlemen Code' focused on grooming and wellbeing. 			
WoW! Momo, Bangalore (Hybrid)	Brand Marketing Intern	January 2024 – March 2024	
<ul style="list-style-type: none"> Led a detailed market research project on frozen food competitors, gathering insights that influenced the brand's packaging strategies. Collaborated closely with the Marketing Manager to ensure products information was clear, concise, and aligned with the brand's messaging. 			
Le Meridien Hotel, New Delhi	Hotel Trainee	June 2017 – October 2017	
<ul style="list-style-type: none"> Gained hands-on experience in Front Office, Food and Beverage, Housekeeping, and Kitchen, managing guest interactions, resolving grievances, and providing personalized services. Implemented service strategies, promoted hotel amenities, and ensured seamless communication between departments for efficient operations and superior guest experiences. 			
ACADEMIC PROJECT(S)			
Capstone Project – Pizza Hut (Ongoing)			
<ul style="list-style-type: none"> Analyzing 4 key competitors and segmenting 20% of urban and digital consumers to address price-driven switching behaviour and boost brand loyalty. Conducting surveys with 300+ respondents to inform actionable insights for the Pizza Hut team. Developing and testing strategies to increase digital sales by 10% and customer engagement by 15% through targeted campaigns. 			
Managing Online Store – Maneuver.co.in			
<ul style="list-style-type: none"> Developed and managed Maneuver.co.in an e-commerce site for grooming products, using Shopify and Growave to integrate loyalty programs and reviews. Optimized site visibility and performance with Google AdWords and Analytics, focusing on SEO and user engagement. 			
Social Media Marketing – Unleash Fitness			
<ul style="list-style-type: none"> Developed and executed a targeted social media marketing strategy for Unleash Fitness, utilizing Instagram and Facebook, resulting in a 20% increase in engagement. Followed a structured social media calendar with weekly posts (static, carousel, and reels). Optimized paid media campaigns using Facebook Ads Manager, achieving campaign reach of 1,67,180 users, cost per result of Rs. 1.32 for carousel ads and leveraging data-driven insights for performance improvements. 			
CERTIFICATIONS			
<ul style="list-style-type: none"> Advance Excel Market Research and Consumer Behavior Design Thinking for Innovation Digital Marketing AI Python for Beginners Email Marketing 	<ul style="list-style-type: none"> Coursera Reinventing Higher Education (Coursera) University of Verginia (Coursera) Google Course Deeplearning.ai HubSpot Academy 	<ul style="list-style-type: none"> 2023 2023 2023 2024 2024 2024 	
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> 1st Position at JAGSoM Football Premium League 1st Runner up in the JAGSoM Cricket League 1st at 3KM Run organized by Pep and Sports Committee 1st in Lemon and Three Leg Race During Onam Festival Celebration in hostel 		<ul style="list-style-type: none"> 2024 2024 2024 2023
Professional	<ul style="list-style-type: none"> Conducted advanced analytics on intelligence data, providing actionable insights that earned personal commendation from Mr. Sanjay Patode, Founding President of Vijaybhoomi University and Founder of JAGSoM, during a live project presentation. 		2024
SKILLS	<ul style="list-style-type: none"> Excel, Power BI, UIUX, Adobe XD, Figma, Google Keywords, Google Analytics, Facebook Ads, Social Listening, AI Python, Email Marketing, Teamwork, Time Management, Problem Solving, Flexibility, Communication, Client Engagement. 		