

ACADEMIC PROFILE			
PGDM - Marketing	7.6 CGPA	Jagdish Sheth School of Management, Bengaluru, Karnataka	2025
B.A Hons (Political Science)	61.46 %	Deshbandhu College, University of Delhi, New Delhi	2020
Class XII (CBSE)	88.2%	D.A.V Public School, Chandrasekharpur, Bhubaneshwar, Odisha	2017
Class X (CBSE)	95%	D.A.V Public School Hilltop Colony, Brajrajnagar, Odisha	2015
AREAS OF STUDY			
Key Account Management, B2B Marketing, Customer Acquisition, Customer Retention, Consumer Behaviour, Market Research, Strategic Selling, Brand Marketing, Marketing Communication, Negotiating, Channel Management, Trade Marketing			
INTERNSHIP(S)			6 Months
Jagdish Sheth School of Management, Bengaluru		Student Intern – Digital Marketing	February 2024 – July 2024
<ul style="list-style-type: none">During my internship, I actively contributed to the college's digital presence. I developed new webpages and engaging website content, while also optimizing social media posts for search engines.Additionally, I designed creative visuals to capture attention on social media platforms. I also wrote and published 4 SEO optimised blogposts for the official blog handle of the college.			
ACADEMIC PROJECT(S)			
Customer Retention & Growth Capstone Project			
<ul style="list-style-type: none">Conducted a thorough Background Research, on Atlassian and its Key Account Air France.Created separate analysis for both the companies.<ul style="list-style-type: none">STEEP Analysis5 Forces AnalysisValue Chain AnalysisSWOT AnalysisAfter Analysing all the frameworks created a 9 Box SWOT for Atlassian, formulating strategies to serve it's Key Account - Air France in a better way.			
Market Research Capstone Project			
<ul style="list-style-type: none">The research question was - How can Uber rebrand itself to become the preferred ride-hailing service for urban riders aged 18-25 in India?Conducted a Focus Group and Survey to determine which factors contribute to customer decision(Safety, Transparency & Price).Created a questionnaire and Interviewed people.Gathered the data and analysed it for deeper insights.Did a SPSS analysis to conclude only two factors contribute directly to Uber's reliability – Safety & Transparency.			
Trade Marketing Project			
<ul style="list-style-type: none">Chose a consumer promotion offer of “Fortune Atta – Buy 1 Get 1” and analysed the visibility and availability of that offer in general retail stores. Additionally found out the competitor's offerings in the same promotion technique and their difference in the pricing. Analysed the distributor's markup, retailer's markup and the GST to come at the NRV.			
CERTIFICATIONS			
Excel Power Tools for Data Analysis		Mcquarie University (Coursera)	2024
Foundations of Business Strategy		Darden School of Business (Coursera)	2024
Channel Management and Retailing		IE Business School (Coursera)	2024
Fundamentals of Marketing Strategy		University of London (Coursera)	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member - External Relations and Placements Committee		2023 - 2025
	<ul style="list-style-type: none">Industry Engagement: Facilitated relationships with industry professionals and companies to secure placement opportunities and internships for students.Event Coordination: Managed IIP Viva-Voce, recruitment drives, and networking events to connect students with potential employers and enhance placement success.		
D.A.V Public School, Chandrasekharpur, Bhubaneshwar, Odisha	House Leader		2015 - 2016
	<ul style="list-style-type: none">Managed school-wide discipline and represented the school at inter-school events.Led student activities, promoting community and leadership.		
SKILLS		Microsoft Office Suite, Creative Writing, Interpersonal Communication, Teamwork, Problem Solving, Canva, Strategic Thinking	