

ACADEMIC PROFILE			
PGDM Marketing	6.5 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BSc (H&HA)	81.70%	Guru Nanak Institute of Hotel Management, Kolkata	2022
Class XII (CBSE)	56.00%	RDS College Muzaffarpur, Bihar	2018
Class X (BSEB)	81.70%	Pantocrator Academy, Muzaffarpur, Bihar	2016
AREAS OF STUDY			
Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Integrated Marketing Communications, Sales and Distribution Management, Product and Service Innovation, Retail Management, Marketing Analytics, E-Commerce category management, CRM			
INTERNSHIP(S)			8 Months
Hotel Management Intern (THE DEN)		Front Office & F&B Service	Oct 2021 - Feb 2022
<ul style="list-style-type: none"> Contributed to exceptional customer service and guest satisfaction through personalized interactions and prompt issue resolution. Utilized Customer Profiling & Segmentation to anticipate needs and drive Customer Retention by fostering strong relationships. Supported Cross-selling and Upselling in the F&B department to promote premium services. Collaborated with team members to streamline operations, enhance Performance Monitoring, and ensure seamless service delivery. 			
MJ Marketing	Marketing Intern		Sep 2024 - Present
<ul style="list-style-type: none"> Responsible for selling course-cum-internship programs in a B2C environment. Focus on Lead Generation, Sales Planning, and Customer Profiling & Segmentation to enhance product promotion and engagement. Organize training programs and monitor performance metrics to offer benefits like Letters of Recommendation (LOR) based on achievements. 			
Cook N Klean	Digital Marketing Intern		Aug 2024 - Sep 2024
<ul style="list-style-type: none"> Managed social media marketing and executed email marketing campaigns to enhance brand visibility and customer engagement. Applied SEO and Keyword Research to optimize content, and utilized Instagram Optimization for targeted outreach. Engaged in Lead Generation, Cold Calling, and WhatsApp Marketing to drive customer interactions. This internship improved my technical skills and deepened my understanding of practical marketing strategies. 			
Design Thinking - Research on NULOOK saloon			
<ul style="list-style-type: none"> Objective: Enhance Nulook Salon's market presence and customer retention by increasing brand awareness and fostering loyalty through targeted digital marketing initiatives, data-driven decisions, and strategic loyalty programs. Outcome: Enhanced customer footfall and satisfaction by using design thinking and first-principle thinking for a comprehensive analysis of Nulook Salon's operations. Implemented loyalty programs using problem-solving and cross-team collaboration while leveraging data-backed decisions to deliver effective digital marketing campaigns. 			
Managing Online Stores (Bloom Luxe)			
<ul style="list-style-type: none"> Objective: Objective: To launch and optimize Bloom Luxe's Shopify website, enhancing product visibility through targeted keyword research, driving sales using Google Ad Manager, and executing stakeholder management. Outcome: Successfully launched Bloom Luxe's Shopify website, using problem-solving and data analysis for improved search rankings and measurable sales increases. Managed customer relationships and implemented process-oriented digital campaigns that increased traffic and sales for the brand's cold cream variants. 			
CERTIFICATIONS			
Channel Management and External Retailing		IE Business School (Coursera)	2024
Fundamentals of Marketing strategy		University of London (Coursera)	2024
Excel Skills for Business: Essentials		Macquarie University (Coursera)	2023
Market Research and Consumer Behavior		IE Business School (Coursera)	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member of External Relations and Placement Committee		2023-2024
	<ul style="list-style-type: none"> Facilitated successful campus placements by effectively liaising with recruiters, leading to an increase in student placements and stakeholder management. Organized student development workshops and leadership training sessions, significantly enhancing students' employability and leadership skills 		
ACCOMPLISHMENTS			
Activities	<ul style="list-style-type: none"> I completed a Digital Marketing Internship at Cook n Klean, gaining expertise in SEO, email marketing, Instagram optimization, keyword research, and lead generation, earning a Letter of Recommendation for exceptional performance. Secured Top 10 position in the intra-college Design Thinking competition. 		
SKILLS	Microsoft Excel, Canva, Power BI, E-commerce Management, Project Management, Community Engagement, Feedback Collection, Customer Relationship Management (CRM), Social Media Engagement, Figma, SPSS, data analysis tools, Metrics tracking, Attention to Detail & Record Keeping, Sales Tools & Techniques.		

