

ACADEMIC PROFILE

PGDM Marketing	6.2 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.B.A Management Accounting	60.13%	GITAM University, Bengaluru	2022
Class XII (SSC)	84.00%	Sri Chaitanya Jr. college, Vijayawada	2019
Class X (SSC)	77.9%	Montessori Indus E.M School, Kurnool	2016

AREAS OF STUDY

Marketing Management, Managing Online Stores, Design Thinking, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Sales and Distribution Management, Strategic Marketing, Retail Management, Marketing Analytics, Customer Relationship Management (CRM)

ACADEMIC PROJECT(S)

Managing Online Stores- (Momentum Pro)

- Developed and managed an online store, Momentum Pro, focused on performance-driven sportswear for athletes.
- Created a user-friendly website to empower athletes with high-quality sports t-shirts blending function, fashion, and personal expression. Implemented effective digital marketing strategies, including Google Ads and keyword research, achieving a CTR of 3.62% and 40k impressions in one week's time.
- Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis.
- [\(https://momentumpro.in/\)](https://momentumpro.in/)

Design Thinking- GlowRoad

- Set a goal to increase sales by 20% within six months on GlowRoad.
- Planned a UI redesign focused on female resellers and individual consumers.
- Optimized buying flow designed a contemporary interface, and personalized product discovery to increase satisfaction and conversions.
- Designed and prototyped employee retention strategies.
- Considered seasonality, regional preferences, and implemented a mobile-first strategy.

Social Media Marketing (WickyBear)

- Developed a social media strategy for WickyBear, a handmade natural scented candle brand.
- Ran ad campaigns through Facebook/Instagram Ads and analyzed insights from various social media platforms.
- Aimed to identify opportunities to redefine user engagement and differentiate WickyBear from competitors.
- Focused on increasing WickyBear's reach and enhancing user engagement.
- Achieved 1st rank in class for this project.

Power-BI -Marketing (Project)

- Integrated data from HubSpot, Google Analytics, and social media platforms, ensuring quality through ETL processes.
- Developed interactive Power BI dashboards to visualize KPIs, enabling detailed exploration of campaign performance.
- Performed trend and cohort analysis using DAX, providing actionable insights that increased lead conversion rates by 25%.
- Created monthly performance reports for senior management and conducted training sessions, achieving an 85% adoption rate of Power BI tools.
- Reduced data inconsistencies by 90% and manual data processing time by 40%, contributing to a 10% increase in marketing ROI and saving 80 hours per month through automation.

CERTIFICATIONS

Google Analytics & Web development	Google	2024
Fundamentals of Digital Marketing	Google	2024
Marketing Analytics	Google	2024
Python	Besant Technology	2024
Marketing Research & Customer Behavior	IE Business School (Coursera)	2023
SQL & Power BI	Besant Technology	2024
Google Ads - Measurement Certification	Google	2024

POSITIONS OF RESPONSIBILITY

JAGSoM, Bengaluru	Committee Member - CSR Committee 2023 – 2024 <ul style="list-style-type: none"> Organized and participated in orphanage visits, old age home visits, and tree plantation activities as part of CSR initiatives. Played a key role in organizing the Social Immersion Program (SIP) as part of the CSR committee. Conducted activities and contributed to the success of the Kanyathon event. Conducted and led various activities during the Kanyathon event to support social causes.
	Team leader - Brand Bengaluru Event 2023 <ul style="list-style-type: none"> Led and coordinated groups efficiently during Brand Bangalore - 2023, ensuring timely and accurate participation in designated activities. Managed and directed team efforts to ensure smooth operation and adherence to event schedules. Collaborated with various teams, communicated effectively, and facilitated successful community-building initiatives. Received recognition for contributions to enhancing community engagement and event execution.

ACCOMPLISHMENTS

Competitions and Achievements	<ul style="list-style-type: none"> State Football Team winner, Andhra Pradesh. 	2016
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SKILLS	Problem Solving, Teamwork, Communication, Customer Focus, Networking, Excel, Power Point, Word Press
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