

ACADEMIC PROFILE			
PGDM - Marketing	5 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Com	62.00%	The School of Open Learning, New Delhi	2021
Class XII (CBSE)	62.00%	The Millennium School, Panipat	2018
Class X (CBSE)	95.00%	The Millennium School, Panipat	2016
AREAS OF STUDY			
Marketing Research, Market Analytics, Managing Online Stores, Social Media Marketing, Design Thinking, Digital Marketing, Consumer Behavior, UI/UX Design, E-Commerce Category Management, Brand Management, Design Thinking, Proficiency in Business Tools			
ACADEMIC PROJECT(S)			
Managing Online Stores (Building an E-commerce Business)			
<ul style="list-style-type: none"> • Launched and managed Toyfee, an online store providing toys for children. • Developed and executed digital marketing campaigns, leading to increased brand visibility and customer acquisition • Monitored key metrics to analyze campaign performance, optimizing for traffic and conversion rates. • Managed budgets and resources to maximize ROI on marketing effort 			
Social Media Marketing (Community Building)			
<ul style="list-style-type: none"> • Co-created and managed an intermittent fasting community on Facebook and Instagram, driving engagement and growing a dedicated follower base. • Developed and executed a content calendar, strategically planning posts to maintain consistent engagement. • Designed and ran online advertisements to promote the community and increase membership. • Created viral content, including memes, to boost visibility and encourage user interaction. • Monitored analytics to track performance and adjust content strategy for optimal reach and engagement. 			
Design Thinking (App-based solution for MAX Store)			
<ul style="list-style-type: none"> • Developed and launched an app-based training model for Max Fashion, enhancing employee learning and development • Designed structured modules and interactive content to facilitate continuous learning within the app. • Integrated weekly tests to reinforce knowledge, track progress, and identify areas for improvement. • Improved employee performance and engagement, fostering a culture of continuous development and excellence. 			
CERTIFICATIONS			
Data Visualization in Excel		Macquarie University (Coursera)	2024
Digital Business Models		Lund University (Coursera)	2024
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"> • Contacted several recruiters and brought companies to campus such as Bajaj Allianz, Zomato, EuromonitorInternational, Whatfix etc. • Event Coordination: Assisting in managing events like IIP Viva-Voce, recruitment drives, and networking events bconnect students with potential employers and enhance placement success. • Professional Networking: Consistently engaging with recruiters significantly improved my relationship-building skills. This experience also increased my confidence in socializing. As a result, I became more adept at professional networking. 		
	Summer Immersion Program		2024
	<ul style="list-style-type: none"> • Supported senior citizens by providing information about legal aid, financial advice, and healthcare services in collaboration with Vayah Vikas NGO. • Conducted a digital literacy survey among seniors, identifying key gaps and proposing solutions for improved digital engagement and connectivity. • Enhanced program effectiveness by assessing and refining activities, contributing to meaningful interactions and positive experiences for elderly residents. • Engaged with elderly residents, addressing their concerns and learning from their life experiences, demonstrating empathy and active listening skills. 		
ACCOMPLISHMENTS			
Competitions	<ul style="list-style-type: none"> • Represented school in district-level football competition, demonstrating teamwork and athletic skills in a competitive environment. 		
SKILLS	<ul style="list-style-type: none"> • Analytical Thinking, Customer Focus, Excel, Communication Style 		

