

ACADEMIC PROFILE			
PGDM - Marketing	6.40 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Sc.	68.4%	IIS deemed to be University, Jaipur	2021
Class XII (CBSE)	71.0%	Maheshwari Girls Public School, Jaipur	2016
Class X (CBSE)	76.0%	Maheshwari Girls Public School, Jaipur	2014
AREAS OF STUDY			
Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Sales and Distribution Management, Marketing Analytics, Managing Online Stores, Social Media Marketing, Design Thinking, Innovation and Incubation, Experiential Entrepreneurship, Entrepreneurial Marketing			
ACADEMIC PROJECT(S)			
Social Media Marketing (WickyBear)			
<ul style="list-style-type: none"> Develop a social media strategy for WickyBear, a handmade natural scented candle brand. This involves running an ad campaign through Facebook Ads and analyzing insights from various social media platforms. The goal was to identify opportunities to redefine user engagement and position WickyBear uniquely compared to its competitors. Our campaigns aim to increase WickyBear's reach and enhance user engagement. Got 1st rank in class for this project. 			
Design Thinking			
Applied strategy to revamp PUMA's Inter channel communication via simplified app for different roles which can fetch real time data from SAP to use in decision making, targeted a 30% more inventory clearance in 6 months. AI tools for predicting future demands, setting target sales and monitoring growth.			
Managing Online Store Project (Resinture)			
<ul style="list-style-type: none"> Launched a live Shopify website for a new brand, Resinture, which offers premium furniture decorated by resin art. Conducted keyword research using Google Keyword Planner, Google Trends, and Google Tag Manager to select optimal products and keywords. Managed two live advertising campaigns on Google Ad Manager for Resinture's products. Monitored and analyzed campaign metrics using Google Analytics and Google Search Console 			
WORK EXPERIENCE			20 Months
Kudoday, Jaipur	Creative Head	November 2018 – July 2020	
As the Creative Head in an event decoration startup, I demonstrated excellence in client relationship management, project coordination, and customization. My responsibilities included understanding client requirements, tailoring plans and brochures to their needs, maintaining the company's websites and social media accounts, and managing communications with leads.			
CERTIFICATIONS			
Radio Programming & Production	IIS deemed to be University	2018	
Data Science	Board Infinity	2022	
Data Visualization in Excel	Macquarie University [Coursera]	2024	
Branding and Customer Experience	IE Business School [Coursera]	2024	
POSITIONS OF RESPONSIBILITY			
Maheshwari Girls Public School, Jaipur	<ul style="list-style-type: none"> Head Girl Captain of School's handball U-14 & U-19 team 	2015	2011-16
TUDI- Tribal Unity for Development Initiative	Core Member Social Immersion Program Participant - Focused on empowerment in sectors like education, health, agriculture and cultural preservation of tribal people of Wayanad		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> National level handball player Multiple times Winner in inter school, district, West Zone and National handball tournaments Winners in West Zone Inter college handball tournaments Active participant and position winner in many inter and intra co-curricular competitions like satire, poem, debates, Shloka recitation, painting, dance, singing etc. Position holder in many inter school and intra school sports tournament like throwball, basketball, shotput, 200m dash, 400m relay etc. 		
Professional Achievement	Launched a self-started venture WickyBear which is a handmade natural scented candle Brand with different themes and customizations in 2021.		
SKILLS	Problem Solving and Analytical Thinking, Creative Thinking, Customer Focus, Networking, Microsoft Excel, PowerBI, Google AdWords		