

ACADEMIC PROFILE			
PGDM Marketing	7.81CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.TECH Civil Engineering	80.56%	Presidency University, Bengaluru	2023
Class XII(CBSE)	70.00%	GRV PU College, Bengaluru	2019
Class X(CBSE)	81.70%	Nagarjuna Vidyanikethan, Bengaluru	2017
AREAS OF STUDY			
B2B Marketing, Sales and Distribution Management, Customer Retention and Growth, Sales and Service Analytics, Customer Acquisition, Consumer Behaviour, Brand Management & Marcom, Marketing Research			
ACADEMIC PROJECT(S)			
Design thinking (Max Lifestyle)			
<ul style="list-style-type: none">Worked a program to enhance employee skills in customer engagement, addressing the pain points of both customers and employees.Focused on optimizing the store layout to maximize the use of carpet area and enhance customer visibility and experience.Focused on implementing a feedback system to enhance service quality			
Bamboo fiber-reinforced concrete			
<ul style="list-style-type: none">Objective: To prepare grade M20 Concrete by reinforcing them with bamboo fibers.			
Project: extensive survey project			
<ul style="list-style-type: none">Objective: To design a new tank for storage purposes.Description: Tank irrigation may be defined as a storage irrigation scheme, that utilizes the water stored on the upstream side of a smallerearth dam, called a bund (generally less than 12m).			
Channel Management			
<ul style="list-style-type: none">Conducted interviews with channel partners to understand their challenges and motivations, improving relationships and empathy.Analyzed P&L statements and ROI to identify opportunities for increased profitability and partnership effectiveness.			
CERTIFICATIONS			
Market Research and Consumer Behaviour		University of London [Coursera]	2023
Fundamentals of Marketing Strategy		IE Reinventing Higher Education [Coursera]	2024
Product Management Fundamentals		Interns hala	2024
Product Design Training		Internshala	2024
Excel Skills for Business: Advanced		Macquarie University (Coursera)	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Committee Member – Social Impact Committee2023 - 2025 <ul style="list-style-type: none">Worked on a clothing donation drive for the committee to contribute clothes to an orphanage.Worked with the committee on a program called Shikha Adhaar, aimed at teaching students in government schools.		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none">Matrix Abacus State Level 3rd Rank: Achieved 3rd place in the state-level Matrix Abacus competition, demonstrating exceptional skills in mental arithmetic and problem-solving.Represented the School in the KSCA U16: Played as part of the school team in the Karnataka State Cricket Association (KSCA) Under-16 tournament, showcasing cricketing talent and teamwork at a competitive level.		
SKILLS	MS Office, Power BI, SQL, SPSS,Auto CADD		