

ACADEMIC PROFILE			
PGDM Marketing	7.90 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Com	67.40%	Chinmaya College of Arts, Commerce & Science, Kochi	2022
Class XII (CBSE)	65.80%	Gregorian Public School, Kochi	2019
Class X (CBSE)	87.40%	Gregorian Public School, Kochi	2017
AREAS OF STUDY			
Marketing Management, Digital Marketing, Design Thinking, Brand Management & MarCom, Consumer Behavior, Marketing Analytics, Social Media Marketing, E-Commerce Category Management, Business Strategy Simulation			
INTERNSHIP(S)			13 Months
EdLightened	Sales and Marketing Intern		August 2023 - Present
<ul style="list-style-type: none"> Led strategic marketing efforts at Edlightened, boosting enrollments and revenue by over 1,00,000 Rupees through personalized course promotions. Conducted detailed market research to pinpoint the specific needs and preferences of our target audience. Enhanced customer satisfaction and built strong relationships with prospective students. Contributed to expanding Edlightened's presence in the competitive business education market. 			
Jagdish Sheth School of Management, Bengaluru	Digital Marketing Intern		February 2024-July 2024
<ul style="list-style-type: none"> Prototyped new webpages and developed engaging website content. Optimizing social media posts for search engines. Developed and designed visually appealing static and carousel posts for social media platforms using Canva. Worked on Website Optimization (Analyzed Website traffic through tools like Google Search Console, Google Analytics, SEMrush and Hotjar). Increased Average Website User Engagement time by 60%. 			
ACADEMIC PROJECT(S)			
Social Media Marketing Project – Launching a new brand			
<ul style="list-style-type: none"> Developed Wicky Bear Candles, a brand specializing in homemade, eco-friendly scented candles. Conducted thorough consumer demand analysis using various reports; defined target audience and buyer personas. Devised comprehensive content strategies for multiple platforms. Launched and managed a business Instagram page for Wicky Bear Candles. Designed static posts, carousel posts, and an Instagram reel using Canva. Executed paid media campaigns on Meta, including ad creation and budget management. 			
Managing Online Stores Project			
<ul style="list-style-type: none"> Launched a live Shopify website for a new brand, Bloom Luxe, which offers four different cold cream variants. 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 Bloom Luxe's products. Monitored and analyzed campaign metrics using Google Analytics and Google Search Console. Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. (https://www.bloomluxe.in/) 			
Design Thinking			
<ul style="list-style-type: none"> Leveraged design thinking principles to address critical challenges in the hygiene and service operations of Five Star Chicken, a fast-food chain. Conducted a comprehensive analysis of existing processes and identified key pain points affecting both customer experience and operational efficiency. Successfully showcased our ability to innovate and address real-world challenges. 			
CERTIFICATIONS			
<ul style="list-style-type: none"> Fundamentals of Digital Marketing SQL Python Data Visualization & Business Intelligence 	<ul style="list-style-type: none"> Google EdLightened EdLightened EdLightened 		<ul style="list-style-type: none"> 2024 2024 2024 2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member - ICKC Committee		2023-2025
	<ul style="list-style-type: none"> Drafted plans for various activities and organized them efficiently. Communicated and coordinated committee initiatives effectively. 		
Chinmaya College of Arts, Commerce & Science, Kochi	Vice Chairperson, College Union		2021-2022
	<ul style="list-style-type: none"> Led successful execution of various college events, demonstrating strong organizational and leadership skills. Oversaw detailed event planning and delegated tasks effectively to union members. Effectively bridged communication between students and management, fostering a collaborative environment through strong communication and interpersonal skills. Developed problem-solving abilities through effective conflict resolution and decision-making. 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Winners in the Brand Promotion Competition. Secured 1st place in Social Media Marketing Project. Secured 3rd in Managing Online Stores Project for creating an e-commerce business from scratch. 		
SKILLS	Canva, MS-Excel, PowerBI, SQL, Python		