

ACADEMIC PROFILE			
PGDM Marketing	6.4 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Com. (Computer Application)	51%	Bharata Mata College, Thrikkakara	2022
Class XII (HSE)	82%	GHSS Elamakkara	2019
Class X (CBSE)	88%	Al-Ameen Public School Edappally	2017
AREAS OF STUDY			
Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Integrated Marketing Communications, Sales and Distribution Management, Strategic Marketing, Product and Service Innovation, Retail Management, Marketing Analytics, International marketing			
WORK EXPERIENCE			3 Months
HDB FINANCIAL SERVICES	Sales Officer	March 2023 – June 2023	
As a Sales Officer, I was responsible for selling consumer durable and digital product loans in retail outlets such as Reliance Digital, Croma, and HP World. I gained valuable experience in customer management and learned the significance of maintaining strong dealer relationships and effective network management. Additionally, I developed the ability to tailor sales pitches based on the unique needs and profiles of each customer.			
INTERNSHIP(S)			2 Months
April 3rd foods	Sales and Marketing Intern	July 2024 - September 2024	
<ul style="list-style-type: none"> Conducted comprehensive market research on non-premium dim sum (Asian cuisine) sellers across India to identify local market trends. Developed a competitor analysis to position our brand effectively in the market. Formulated a targeted marketing and sales strategy and customer segmentation plan to enhance brand reach. Successfully generated leads to support business growth initiatives. 			
ACADEMIC PROJECT(S)			
Managing Online Stores- Building an E-Commerce business from scratch			
<ul style="list-style-type: none"> Objective: To create an online dog store which would excel in delivering an intuitive, user-friendly shopping experience that enhances customer engagement and streamlines purchases. Approach: Gathering feedback and suggestions from customers who purchase dog apparel. Also used tools like Google analytics and Google keywords to optimize search results Outcome: Created a fully functioning online shopping website with the help of an e-commerce platform called Shopify. 			
Design Thinking- Problem identification and research			
<ul style="list-style-type: none"> Objective: To ensure the flow of effective communication between faculties and parents Approach: Identifying the pain points of parents by interviewing them Outcome: created an APP where parents can be seamlessly informed about the whereabouts of their children. 			
CERTIFICATIONS			
Logistics Management- diploma	I Band Technologies	2022	
Data Visualization in Excel	Macquarie University [Coursera]	2024	
Market Research and Consumer Behaviour	IE Business School [Coursera]	2024	
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Camp leader and volunteer for the 2019 National Service Scheme (NSS) batch. Successfully managed sales and customer relations for second-hand mobile phones, demonstrating strong negotiation skills and product knowledge. Acted as an agent for rental and lease properties, facilitating transactions and providing expert guidance to clients in finding suitable housing options. 		
SKILLS	Problem Solving and Analytical Thinking, Communication, Customer Focus, Networking, Excel.		