

ACADEMIC PROFILE			
MBA Marketing	7.03 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA Marketing	70.21%	IFIM College, Bengaluru University	2023
Class XII (U.P. Board)	53.40%	Gandhi Smarak Kisan Intercollege, Agra	2020
Class X (ICSE)	69.60%	U.S. Ostwal English Academy, Mumbai	2017
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools.			
INTERNSHIP(S)			(2 Years 1 Month)
Viral Fission, [Bangalore]	Campus Ambassador, Team Leader	September 2021 - September 2023	
<ul style="list-style-type: none"> Led three teams of 15 members each, managing campus ambassadors for promotional events. Achieved 95% task completion rate, executed over 5 events, and increased brand engagement by 30%. Promoted brands like Pepsi, Spotify, and Snapchat through 15+ social media campaigns. Increased brand awareness by 40% on social media platforms. 			
ACADEMIC PROJECT(S)			
DesiKala, Social Media Marketing			
<ul style="list-style-type: none"> Developed strategy for sustainable handicrafts brand. Achieved 13.5% engagement rate on Instagram, with 35,386 results from 18-24 age group and 742 total impressions across platforms. 			
Karjat Railway Station, Design Thinking			
<ul style="list-style-type: none"> Applied design thinking to solve public issues at the station. Surveyed 100 daily commuters and proposed solutions that improved satisfaction by 40%. 			
Mobile Phone Advertising and Consumer Behavior			
<ul style="list-style-type: none"> Researched ad impact on consumer behavior, surveying 500 consumers. Findings led to 15% increase in advertising effectiveness and improved engagement rates. 			
My Own Online Store (VastraKool)			
<ul style="list-style-type: none"> Launched an online store for Gen-Z apparel. Achieved 5.07% CTR and ₹1.36 CPC for Performance Max campaign, and 2.82% CTR with ₹11.72 CPC for Search campaign. 			
UX Design (Web Portfolio)			
<ul style="list-style-type: none"> I utilized Figma to design a personal web portfolio that highlights my work, achievements, and professional journey. The portfolio showcases the projects I've completed, an "About Me" section, a detailed list of certifications I've earned, and a dedicated "Get in Touch" page for easy communication. Figma's intuitive design tools allowed me to create a visually appealing and user-friendly platform that effectively presents my skills and accomplishments. 			
NON-ACADEMIC PROJECT(S)			
<ul style="list-style-type: none"> I created an advertisement for IFIM College targeting northeastern India and Nepal, utilizing videography and editing skills. The project aimed to increase brand awareness and student enrollment, showcasing my ability to blend creativity with marketing objectives. I managed Vijaybhoomi University's social media accounts, creating engaging content, managing a content calendar, and developing new ideas. I targeted students and parents, analyzed audience engagement metrics, and applied creativity and strategic thinking to build an effective online presence. 			
CERTIFICATIONS			
Social Media Marketing		SEMrush Academy	2022
Fundamentals of Digital Marketing		Google Garage	2024
Film Marketing		Ronkel x Birmingham City University	2024
POSITIONS OF RESPONSIBILITY			
IFIM Institutions, Bengaluru	<ul style="list-style-type: none"> Hostel Secretary Kanyathon, Chief Design Officer Event Organizer: Organized a Business Quiz in college event named AURA 		2021-2022 2024 2022
ACCOMPLISHMENTS			
Social Immersion Program	<ul style="list-style-type: none"> Participated in rural community research with WSSS, visiting 15 households and 10 spring shed water reserves. Collected data using GoogleForms and GPS Waypoints to aid sustainable community development. 		
Fashion Exhibition At AUOR - Loft	<ul style="list-style-type: none"> The volunteer participated in a fashion exhibition by AUOR - Loft, aiming to understand apparel trends and network with designers. They utilized decision-making, communication, and leadership skills, enhancing their understanding of the fashion world and developing key professional skills. 		
SKILLS	MS Office, Power BI, Shopify, Google Ads & Analytics, Canva, SEO, Figma		