

<b>ACADEMIC PROFILE</b>			
MBA Marketing	6 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
Architecture (BArch)	74.13 %	MS Ramaiah Institute of Technology, Bangalore	2021
Class XII(PU)	71.00 %	Chetana PU College, Bangalore	2016
Class X(CBSE)	74.00 %	Jain Heritage School, Bangalore	2014
<b>AREAS OF STUDY</b>			
Sales & Distribution Management, Managing Sales Channel, Trade Marketing, Strategic Selling, Managing Field Sales Teams, B2B Marketing, Customer Retention & Growth, Brand Management & MarCom, Service Marketing, Business Economics, Business Strategy & Simulations.			
<b>WORK EXPERIENCE(S)</b>			<b>2 Years</b>
<b>HostIndia Events and Marketing Pvt. Ltd.</b>		<b>Event Marketing Associate and Designer</b>	<b>Oct 2020 - May 2022</b>
<ul style="list-style-type: none"> <li>Developed and Executed Event Strategies: Planned and managed events and marketing programs to drive lead generation and client engagement.</li> <li>Sales Analytics and Reporting: Analysed event performance to generate insights for optimizing future marketing and sales strategies.</li> <li>Implemented Campus Campaigns: Created and executed campus campaigns to enhance sales push initiatives and market penetration.</li> </ul>			
<b>INTERNSHIP(S)</b>			<b>4 Months</b>
<b>Hinduja Group (Sagility Healthcare)</b>		<b>Marketing Intern</b>	<b>April 2023-July 2023</b>
<ul style="list-style-type: none"> <li>Supported Event Organization: Coordinated logistics for events, webinars, and trade shows, enhancing sales and lead generation efforts.</li> <li>Developed Engaging Content: Created content for social media and other channels to drive audience engagement and brand visibility.</li> <li>Sales Support Materials: Designed marketing materials, including brochures and flyers, to support sales initiatives and client interactions.</li> </ul>			
<b>PROJECT(S)</b>			
<b>JITO Grand Summit 2022</b>			
<ul style="list-style-type: none"> <li>Managed Projects and Client Relations: Oversaw project execution to meet customer expectations and enhance client satisfaction.</li> <li>Coordinated Logistics and Finances: Handled venue preparations, budgeting, and event closeouts to ensure successful outcomes.</li> <li>Supervised Event Staff and Vendors: Managed event staff and vendor relationships to maintain operational efficiency.</li> </ul>			
<b>Qualys 2022</b>			
<ul style="list-style-type: none"> <li>Attention to Detail and Negotiation: Applied negotiation skills and attention to detail in layout planning and event design.</li> <li>Cross-Trained Staff: Hired and trained 18 staff members to support various event functions, optimizing team performance.</li> <li>Created 3D Models: Developed 3D visualizations for improved event setup and planning.</li> </ul>			
<b>Texas Instruments 2022</b>			
<ul style="list-style-type: none"> <li>Staff Training and Scheduling: Cross-trained 18 staff members and managed scheduling of on-site service requests to enhance event efficiency.</li> <li>3D Modelling and Visualization: Designed 3D models of event setups to improve planning and execution.</li> <li>Client Satisfaction: Ensured high client satisfaction through efficient on-site service management.</li> </ul>			
<b>CERTIFICATIONS</b>			
Digital Marketing		Inventateq, Bangalore(4months)	2022
Advanced Digital Transformation		IIMA(Coursera)	2024
Channel Management and Retailing		IE Business School (Coursera)	2024
Market Research and Consumer Behavior		IE Business School (Coursera)	2024
<b>POSITIONS OF RESPONSIBILITY</b>			
<b>JAGSoM, Bengaluru</b>	<b>Co Convenor Committee Coordinator – PEP Committee</b>		<b>2023-2024</b>
	<ul style="list-style-type: none"> <li>Served as the co-convenor for the PEP committee, responsible for compiling a list of 300 potential partnership prospects.</li> <li>Coordinated and conducted calls with these companies, and sent out Requests for Proposals (RFPs) to invite them for potential collaborations.</li> </ul>		
	<b>CMO- Kanyathon (Greater Mumbai)</b>		<b>2023-2024</b>
	<ul style="list-style-type: none"> <li>Led strategic planning and execution of marketing campaigns, including social media, email marketing, and public relations, resulting in a 25% increase in participation.</li> </ul>		
<b>ACCOMPLISHMENTS</b>			
<b>World Resources Forum (WRF), Geneva, Switzerland</b>	<ul style="list-style-type: none"> <li>Research paper abstract nominated, Topic: 'Sustainability assessment of low gauge steel frame construction vs conventional brick construction'.</li> </ul>		
<b>Covid Resources, Bangalore</b>	<ul style="list-style-type: none"> <li>Helped people in need with 2000+ covid beds availability, 12000+ blood requests, 4000+ medical kit requests, and more. <b>Recognized and appreciated by the Karnataka government</b>, various NGOs across south India and other notable personalities for excellence in social work.</li> </ul>		
<b>SKILLS</b>	SketchUp, AutoCAD, Lumion, Twinmotion, Photoshop, MS off		