

ACADEMIC PROFILE			
PGDM Marketing	8.70 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.A. (Hons.) Sanskrit	81.89%	Motilal Nehru College (University of Delhi), Delhi	2022
Class XII (CBSE)	60.00%	Government Boys Senior Secondary School, Dilshad Garden	2018
Class X (CBSE)	77.90%	Government Boys Senior Secondary School, New Seema Puri	2016
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Sales Strategy and Planning, Proficiency in Business Tools, E-commerce category management, Customer Experience, Digital Strategies			
INTERNSHIP(S)			1.1 Years
Tulande Online, Namibia	Digital Sales Intern	June 2024 – September 2024	
<ul style="list-style-type: none"> Researching website improvements, launching a mobile app, and collecting data to enhance user experience and sales for Tulande Online. Developing an omnichannel marketing strategy to boost engagement, sales, and customer retention. Increasing daily visits from 7,173 in May 2024 to 11,134 in June 2024 and contributed to a 208% surge in new users in August 2024, driving higher sales during promotional campaigns. 			
Jagdish Sheth School of Management, Bengaluru	Digital Marketing Intern	February 2024-April 2024	
<ul style="list-style-type: none"> 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%. 			
Stackruit, Bengaluru	Sales Development executive	October 2023-December 2024	
<ul style="list-style-type: none"> Generated Potential leads from various sources and cold emailing. Conducted initial phone screenings with prospective candidates. The Lead Generation rate was 2.87%. 			
Online Strikers, Delhi	SEO Executive	January 2019-March 2019	
<ul style="list-style-type: none"> Developed and implemented SEO strategies to improve website visibility in search engine results. Conducted keyword research, analysis, and selection to create effective SEO campaigns. Increased organic traffic by 10%. 			
ACADEMIC PROJECT(S)			
Managing Online Store Project (MomentumPro)			
<ul style="list-style-type: none"> Developed and managed Momentum Pro, an online store for performance-driven sportswear, focusing on user-friendly web design and high-quality sports t-shirts. Implemented digital marketing strategies, achieving a 3.62% CTR through Google Ads and SEO optimization via Google Search Console. 			
Croma In-Depth Analysis (Design Thinking)			
<ul style="list-style-type: none"> Analyzed Croma's retail electronics business, identifying opportunities for enhanced customer engagement through a tailored mobile app and user-friendly kiosk system. Applied design thinking principles to innovate and align solutions with Croma's brand identity, showcasing the ability to address real-world retail challenges. 			
Social Media Analysis (Sprinklr)			
<ul style="list-style-type: none"> Analyzed Under Armour's social media performance, revealing an average Instagram engagement of 1.92K per post and a 15.04% increase in positive mentions to 392.37K. Identified 391 mentions related to service quality, leading to recommendations for improving customer service response and engagement strategies. 			
Analyzing Distributer Health - Lohit Enterprise (Sales and Distribution Management)			
<ul style="list-style-type: none"> We observed the distributor's effective stock management and swift communication across multiple FMCG brands. We gained insights into the operational efficiency of catering to over 300 supermarkets and maintaining optimal inventory levels. 			
CERTIFICATIONS			
Channel Management and Retailing	IE Business School		2024
Marketing Analytics	Infosys		2024
Welcome to E-commerce	Global Business School of Network (DHL)		2024
Introduction to Generative AI	Google		2023
Google Ads - Measurement Certification	Google		2023
Advance Internet Marketing Training Program	Delhi Institute of Digital Marketing (DIDM)		2019
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member of External Relations and Placement Committee		2023-2025
	<ul style="list-style-type: none"> Facilitated successful campus placements by effectively liaising with recruiters, leading to an increase in student placements. Organized student development workshops and leadership training sessions, significantly enhancing students' employability and leadership skills. 		
Motilal Nehru College (DU)	Global Doctoral Consortium Volunteer		2023
	<ul style="list-style-type: none"> Played a pivotal role as a core volunteer in a global doctoral consortium, ensuring smooth event coordination. 		
Motilal Nehru College (DU)	Secretary, Sanskrit Department		2020
	<ul style="list-style-type: none"> Successfully organized multiple online Sanskrit language programs to promote cultural awareness and linguistic proficiency. 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> 2nd place winner at Solvathon for innovative e-waste management solution, presenting the e-flash idea. Achieved 3rd place in a case code competition with a solution for the Air France case. Best trainee Award won in Delhi Institute of Digital Marketing. 1 Year Fellowship Program (Global Business School of Network & DHL) 		
SKILLS	Google Search Console, Google Analytics, Google Ads, MS-Excel, PowerBI, Shopify, HotJar, Wordpress		