

ACADEMIC PROFILE			
PGDM Marketing	7.5 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA	87.00 %	Tirpude Institute of Management Education	2022
Class XII (MSBSHSE)	71.00 %	Kamla Nehru Mahavidyalaya	2019
Class X (MSBSHSE)	86.00 %	J.N. Tata Parsi Girls' High School	2017
AREAS OF STUDY			
Brand Management and Marketing Communication, Design Thinking, Proficiency in Business Tools, Consumer Behaviour, B2B Marketing, Sales Distribution Management, Market Research, Customer Acquisition, Sales Distribution and Management, Customer Retention & Growth, Relationship Management & Problem Solving			
ACADEMIC PROJECT(S)			
Proficiency in business tools (MS EXCEL)			
<ul style="list-style-type: none"> Developed a dashboard and implemented Openasapp for Sitaara Stationary to resolve inadequate stock recording and frequent out-of-stock situations, ensuring accurate inventory management and client satisfaction. 			
Channel Partner Analysis for LPG Cylinder Delivery Partner Mahesh			
<ul style="list-style-type: none"> To identify a lower-level channel partner in the LPG cylinder delivery sector, analyze their financial performance through P&L statements and ROI calculations, and develop empathy by understanding the real-life challenges faced by ground-level workers. 			
Capstone Project for Brand Management and Marketing Communication			
<ul style="list-style-type: none"> Developed a comprehensive product strategy for "Felix Gear," an innovative rider jacket integrating airbag technology and SOS systems. Responsibilities included market research, product positioning, strategic planning, and collaboration. The jacket balanced safety, style, and comfort in motorcycle gear, resulting in a compelling and well-received product offering. 			
Fabrico In-Depth Analysis (Design Thinking)			
<ul style="list-style-type: none"> Optimized crowd control and enhanced customer experience at Fabrico, a laundry service chain, using strategic measures from a Design Thinking course, collaborating effectively with internal stakeholders and employing strategic planning. 			
CERTIFICATIONS			
Channel Management and Retailing		IE Business School (Coursera)	2024
Advanced Excel		Macquarie University (Coursera)	2022
Branding And Customer Experience		IE Business School (Coursera)	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Committee Coordinator - Sales and Service Committee		2023 - 2025
	<ul style="list-style-type: none"> Contributed to the seamless execution of committee activities, ensuring tasks were completed efficiently and on schedule through effective relationship management and strategic planning. Connected with corporates on LinkedIn to develop strong, long-term relationships, and created a comprehensive database with detailed client information, enhancing career opportunities. Organized industry visits and guest lectures, collaborating with key stakeholders to enhance students' practical experience and knowledge, thereby driving engagement. 		
	Volunteer - Global Doctoral Consortium		2023
	Volunteer- Kanyathon		2024
	<ul style="list-style-type: none"> Volunteered in KANYATHON as an Associate for the Corporate Hospitality & Marketing Teams. Contributed to marketing efforts, raising funds for Shiksha Kendras. Successfully enrolled 6000 runners for the #RUNFORHER marathon supporting girls' education, demonstrating strong negotiation, communication, and planning skills. 		
Flea Fair, Nagpur	Operations Coordinator - Flea Fair		2022
	<ul style="list-style-type: none"> Coordinated operations for over 10,000 visitors at the Flea Fair, focusing on efficient stall management and crowd control. Managed stall activities and resolved operational issues, ensuring a smooth experience for stall owners and visitors. Implemented problem-solving strategies to address and overcome challenges during the event, enhancing overall operational efficiency. 		
ACCOMPLISHMENTS			
Competitions and Accomplishments	NCC		
	<ul style="list-style-type: none"> Successfully completed NCC training, developing leadership, discipline, and teamwork skills through rigorous training and various camps. 		
	Social Immersion Program		
	<ul style="list-style-type: none"> Successfully improved job readiness and community engagement by teaching essential skills and leading outreach efforts for the aspirants, significantly impacting aspirants' career prospects and enhancing personal commitment to service. 		
SKILLS	MS-Excel, MS-Office, Canva		