

ACADEMIC PROFILE			
PGDM Marketing	6.3 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
BBA	65.00%	Swami Vivekanand Subharti University	2022
Class XII (CBSE)	53.2%	National Institute of Open Schooling	2019
Class X (CBSE)	53.16%	Kendriya Vidyalaya Sangathan	2016
AREAS OF STUDY			
Marketing Management, Brand Management, B2B Marketing, Consumer Behavior, Customer Retention and Growth, Customer Acquisition, Sales and Service Analytics, Strategic Selling.			
WORK EXPERIENCE(S)			13 Months
Bhoot Bangla (cafe)	Ownership/Manager	Feb2019 - Mar2020	
<ul style="list-style-type: none"> Managed comprehensive restaurant operations including inventory, customer relations, staff supervision, and supplier management. Resolved customer complaints promptly and effectively, ensuring high levels of customer satisfaction and retention. Implemented sales-increasing strategies, resulting in improved profitability and a popular dining spot for youth and food enthusiasts. 			
INTERNSHIP(S)			3 Months
Nexinfosoft, Gurgaon	Business Development Executive	May2024 – July2024	
<ul style="list-style-type: none"> Contributed to sales growth by generating ₹7.32 lakhs in revenue over 3 months. Earned a 10% commission on generated sales. Collaborated with the Business Development Executive team to enhance company outreach and client acquisition strategies. 			
ACADEMIC PROJECT(S)			
Request for Problem			
<ul style="list-style-type: none"> Project Title: Study of Attitude towards the snack bar product category amongst the target customers Project Details: The project will focus on calling customers based on the data shared by the company. I need to conduct interviews to identify consumer preferences and possible pain points to be addressed by the company 			
Strategic Analysis and Value Proposition for Samsung and Qualcomm			
<ul style="list-style-type: none"> Conducted in-depth background research on Samsung and Qualcomm, gathering relevant information about their market presence, and product portfolios. Performed a STEEP Analysis to understand the macro-environmental factors affecting Samsung and Qualcomm. Analyzed competitive environment using Porter's Five Forces framework to assess the industry's attractiveness and identify competitive pressures. Developed a 9 Box SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for Samsung and Qualcomm to identify strategic options. 			
App-Based Solution for MAX Store (Design Thinking)			
<ul style="list-style-type: none"> Developed and implemented an innovative app-based training model for Max Fashion, enhancing employee training and development. Created a comprehensive training app with structured modules and interactive content for continuous learning. Designed and integrated weekly tests within the app to reinforce knowledge, track progress, and identify areas for improvement. Resulted in improved employee performance and engagement, fostering a culture of continuous development and excellence within the organization. 			
Market Research Capstone Project			
<ul style="list-style-type: none"> The research question was - How can Uber rebrand itself to become the preferred ride-hailing service for urban riders aged 18-25 in India? Conducted a Focus Group and Survey to determine which factors contribute to customer decision (Safety, Transparency & Price). Created a questionnaire and Interviewed people. Gathered the data and analysed it for deeper insights. Did a SPSS analysis to conclude only two factors contribute directly to Uber's reliability – Safety & Transparency. 			
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member – External sub-committee Member Sales and Service		2023 - 2025
	<ul style="list-style-type: none"> Making connections from LinkedIn platform. Organized external visits, guest lectures to enhance students' learning experiences and industry exposure. Assisted in developing marketing materials and promotional strategies for external events, enhancing the visibility and reach of the sub-committee's activities. Provided administrative support for event planning, including budgeting, venue selection. 		
SKILLS		Excel, Data Visualization, Active Listening, Interpersonal Skills, Customer Focus, Relationship Building	