

ACADEMIC PROFILE			
PGDM - Marketing	5.05 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.COM(H)	84.74%	Birla Global University	2022
Class XII (CBSE)	68%	DAV Public School, Chandrashekharapur	2019
Class X (CBSE)	93.1%	DAV Public School, Chandrashekharapur	2017
AREAS OF STUDY			
Sales and service analytics, services marketing, customer acquisition, managing sales channel, customer retention and growth			
INTERNSHIP(S)			4 Months
<b>Odisha Mining Corporation Ltd</b>	<b>HR intern</b>	<b>July 2022- Aug 2022</b>	
<ul style="list-style-type: none"> <li>Played a key role in maintaining accurate employee records, updating databases, and ensuring compliance with HR policies and procedures.</li> <li>Assisted in the preparation of HR documents, including offer letters and employment contracts.</li> </ul>			
<b>Careers 360</b>	<b>Marketing Intern</b>	<b>April 2024- June 2024</b>	
<ul style="list-style-type: none"> <li>Identified and engaged potential users to write reviews on Careers360's platform, increasing participation.</li> <li>Assisted in optimizing review campaigns to boost user engagement and platform credibility.</li> </ul>			
ACADEMIC PROJECT(S)			
<b>Applied Design Thinking to address customer retention challenges at Zepto</b>			
<ul style="list-style-type: none"> <li>Collaborated with a team to develop solutions for customer retention.</li> <li>Implemented SEO optimization to focus on popular products and increase availability.</li> <li>Introduced a loyalty program to boost customer retention rates.</li> </ul>			
<b>Market Research and Efficacy Study on Plant Protein Consumption</b>			
<ul style="list-style-type: none"> <li>Studied plant protein consumption among non-users in Mumbai to identify preferences and barriers.</li> <li>Tracked plant protein use for a month, gathering feedback on taste, texture, and benefits.</li> <li>Analysed key factors driving acceptance, focusing on value, price, and satisfaction.</li> </ul>			
CERTIFICATIONS			
Branding and Customer Experience	IE Business school (Coursera)	2024	
Customer Relationship Management	Starweaver (Coursera)	2024	
Excel Power Tools for Data Analysis	Macquarie University (Coursera)	2024	
Excel Skills for Business: Advanced	Macquarie University (Coursera)	2023	
POSITIONS OF RESPONSIBILITY			
<b>JAGSoM, Bengaluru</b>	<b>MARKETING TEAM KANYATHON( GENERAL PUBLIC AND APARTMENTS):</b>	<b>2023 - 2025</b>	
	<ul style="list-style-type: none"> <li>Pitched the public about the fundraising event to support education for girls.</li> <li>Persuaded individuals to join the educational revolution for girl children.</li> <li>Delivered sales pitches to promote the event.</li> <li>Sold passes for the fundraising event.</li> </ul>		
<b>BGU, Bhubaneswar</b>	<b>SALES AND SERVICE COMMITTEE ( SOCIAL MEDIA )- INSTAGRAM</b>	<b>2023 - 2024</b>	
	<ul style="list-style-type: none"> <li>Craft engaging posts to showcase events and drive interaction.</li> <li>Promote events, ensuring brand consistency.</li> <li>Monitor performance and adjust strategies.</li> </ul>		
<b>BGU, Bhubaneswar</b>	<b>COLLEGE AMBASSADOR</b>		
	<ul style="list-style-type: none"> <li>Represent and promote the college at events, boosting its visibility and reputation.</li> <li>Engage with prospective students, sharing insights and experiences to foster interest and applications.</li> <li>Assist in organizing and promoting campus events, ensuring strong participation and engagement.</li> </ul>		
<b>SKILLS</b>	Communication, Figma, MS Excel, Canva, Content creation.		