

<b>ACADEMIC PROFILE</b>			
PGDM Marketing	7.38 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Com	57.30%	College of Engineering, Roorkee	2022
Class XII (CBSE)	76.20%	Ryan International School, Greater Noida	2019
Class X (CBSE)	76.00%	Ryan International School, Greater Noida	2017
<b>AREAS OF STUDY</b>			
Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools, Business Strategy & Simulations.			
<b>INTERNSHIP(S)</b>			<b>4 Months</b>
<b>Tulande Online</b>	<b>Marketing Intern</b>	<b>May 2024 – September 2024</b>	
<ul style="list-style-type: none"> <li>Conducting research to address business challenges for Tulande Online, a Namibian-based e-commerce platform.</li> <li>Focus areas include improving website features, launching a mobile app, and gathering consumer and website data.</li> <li>Developing an omnichannel marketing strategy to increase user engagement and sales. Aiming to enhance the user experience and purchasing journey, with the goal of boosting overall sales and website retention.</li> <li>Total Users Increased by 49.58%, the average engagement time which was about 1m 58s surged to 4m 56s which is about 155.1% increase, there was a 208.5% increase in new users.</li> </ul>			
<b>ACADEMIC PROJECT(S)</b>			
<b>Managing Online Store Project (MomentumPro)</b>			
<ul style="list-style-type: none"> <li>Developed and managed an online Shopify store, Momentum Pro, focused on performance-driven sportswear for athletes.</li> <li>Created a user-friendly website to empower athletes with high-quality sports t-shirts blending function, fashion, and personal expression. Implemented effective digital marketing strategies, including Google Ads and keyword research, achieving a CTR of 3.62%.</li> <li>Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. (<a href="https://momentumpro.in/">https://momentumpro.in/</a>)</li> </ul>			
<b>Decathlon (Design Thinking)</b>			
<ul style="list-style-type: none"> <li>Conducted a comprehensive analysis during our visit to Decathlon electronic City on Hosur Road, Bangalore. The goal was to deeply understand customer experiences, identify pain points, and uncover opportunities for improvement in the shopping journey. Through observation, interactions, and discussion, pinpointed specific challenges related to sales inefficiencies and limited revenue sources.</li> </ul>			
<b>Social Media Marketing Project (Unleash fitness: Gym offering a holistic approach to fitness)</b>			
<ul style="list-style-type: none"> <li><b>Objective:</b> To significantly enhance our reach and engagement by promoting a holistic approach to fitness that nourishes the mind, body, and soul.</li> <li><b>Outcome:</b> Increased Reach: Expanded to 293,225 accounts, achieving a 198% increase. High Impressions: Generated 300,362 impressions. Strong Engagement: Achieved a 62.9% organic engagement rate, reflecting a highly engaged and responsive audience.</li> </ul>			
<b>Social Media Analysis and Marketing Analytics for PUMA</b>			
<ul style="list-style-type: none"> <li>Conducted a comprehensive social media analysis to assess consumer sentiment, uncover emerging trends, and enhance Puma's brand strategy.</li> <li>Configured and utilized the Sprinklr platform for social listening on Twitter and Instagram.</li> <li>Created a custom dashboard to track mentions, engagement, and sentiment towards Puma shoes.</li> <li>Performed competitive analysis against brands like Nike, Adidas, and Fila to evaluate Puma's market position.</li> <li>Identified key insights, such as positive brand perception and emerging product trends like athleisure.</li> <li>Provided actionable recommendations on product innovation, customer satisfaction, and targeted marketing campaigns.</li> </ul>			
<b>CERTIFICATIONS</b>			
Google Analytics	Google		2022
Google Digital Marketing	Google		2022
Google Ads Search	Google		2024
PepsiCo Sales	Forage		2024
<b>POSITIONS OF RESPONSIBILITY</b>			
<b>JAGSoM, Bengaluru</b>	<b>Member of Alumni Committee</b>		<b>2023-2025</b>
	<ul style="list-style-type: none"> <li>Strengthening alumni connections through events, communication, and programs.</li> <li>Recognize alumni achievements.</li> <li>Maintaining an up-to-date database.</li> </ul>		
	<b>Member of Operations and Gaming Department in Kanyathon</b>		<b>2024</b>
	<ul style="list-style-type: none"> <li>Coordinating and managing operational activities.</li> <li>Budget creation and Marketing of Gaming Events, working alongside Finance and Marketing Department.</li> <li>Allocating roles.</li> </ul>		
<b>ACCOMPLISHMENTS</b>			
<b>Competitions and Activities</b>	<ul style="list-style-type: none"> <li>Volunteered and worked for NGO, organized activities like covid vaccine drives, social work, plantation, and more.</li> <li>Completed a 10-day Social Immersion Program with Shreyas Foundation Wayanad, Kerela. Visited and surveyed specially abled children across various districts, understanding their problem and coming up with a solution.</li> </ul>		
<b>Professional</b>	Experienced in B2B plastic injection moulding business, including managing production, quality control, and coordinating team. Proficient in optimizing processes, ensuring safety, and maintaining client relationships to deliver high-quality products for various companies like Crompton, Orient, Bajaj, Luminous, Havells, etc.		
<b>SKILLS</b>	Analytics Tools, Digital Marketing, Ads Search, Youtube Studio, MS Excel, Power BI, MS PowerPoint, MS Word		