

ACADEMIC PROFILE			
PGDM – Marketing	8.22 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Com Program	66.88 %	Dyal Singh College (Evening) New Delhi	2020
Class XII (CBSE)	87.40 %	Kapil Gyanpeeth Sr. Secondary School, Jaipur	2017
Class X (CBSE)	93.10 %	Kapil Gyanpeeth Sr. Secondary School, Jaipur	2015
AREAS OF STUDY			
Strategies for Acquisition Success, Customer Success Fundamentals, Problem Solving and Conflict Resolution, Customer Acquisition Channels, Data Analysis and Metrics, Customer Relationship Management, Customer Onboarding and Training.			
ACADEMIC PROJECT(S)			
Design Thinking			
<ul style="list-style-type: none">• Strategized Brand Growth: Developed strategies to boost brand awareness and increase customer footfall by 20% for a targeted TONY & GUY store.• Customer-Centric Solutions: Conducted comprehensive customer research and emphasized empathy to craft solutions tailored to customer needs.• Enhanced User Engagement: Proposed enhanced app personalization to improve user engagement and utilized locality-specific billboards to drive customer footfall.			
Capstone Project (Strategic Analysis and Value Proposition for MRF and Mahindra)			
<ul style="list-style-type: none">• Conducted in-depth background research on MRF, gathering relevant information about their market presence, and product portfolios.• Performed a STEEP Analysis to understand the macro-environmental factors affecting MRF and Mahindra.• 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 MRF and Mahindra to identify strategic options.			
CERTIFICATIONS			
Branding and Customer Experience		IE Business School (Coursera)	2024
Marketing Research and Consumer Behavior		IE Business School (Coursera)	2024
Foundation Business Strategy		Darden School of Business (Coursera)	2024
Excel Skills for Business: Advanced		Macquarie University (Coursera)	2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member – Academic Committee2023 - 2025 <ul style="list-style-type: none">• Convocation Organization: Orchestrated the 2022-2024 cohort's convocation, ensuring a seamless, memorable event.• Batch Profiling: Conducted detailed profiling for the PGDM 2024-2026 cohort, aiding effective management and understanding of the new batch.• Academic Assistance: Supported the PGP Office in academic operations.• Guest Lecture Organization: Organized a lecture on career choices for the PGDM batch, providing valuable guidance by the industry experts.		
ACCOMPLISHMENTS			
Competitions & Achievements	<ul style="list-style-type: none">• Recognized as one of the top 10 projects at the Founder's Day Project Exhibition for our innovative design thinking project on brand TONY & GUY.		
SKILLS	<ul style="list-style-type: none">• Microsoft Office Suite, CRM (Customer Relationship Management)		