

ACADEMIC PROFILE			
PGDM Marketing	8.23 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.A. English	71.25%	University of Madras, Chennai	2023
Class XII (HSCC)	80.75%	G.D. Matriculation Higher Secondary School, Coimbatore	2018
Class X (SSLC)	89.60%	G.D. Matriculation Higher Secondary School, Coimbatore	2016
AREAS OF STUDY			
Digital Marketing, Social Media Marketing, Marketing Analytics, E-Commerce Category Management, User Experience/User Interface, Managing Online Stores, Digital Business Models and AI in Marketing, Proficiency in Business Tools.			
WORK EXPERIENCE			40 months
Indulge – The New Indian Express, Chennai		Online Copy Editor + Team Head	January 2021 – February 2023
<ul style="list-style-type: none"> Headed the digital team for a year; Introduced Web Stories & Podcasts at Indulge. Familiar with SEO tools & operation of Google Analytics & Google Search Console to track tech issues and viewership numbers. Handled event live coverage, reporting, content curation, copy-editing, social media management, video production (editing, script-writing & interviews), & push notifications via iZooto and PushEngage. 			
The Federal – Puthiya Thalaimurai Group, Chennai		Trainee Online Editor	June 2019 – October 2020
<ul style="list-style-type: none"> Reported, edited, and curated stories from the desk. Handled live events coverage from the desk, and script-writing for videos. Posted and promoted content on all platforms as part of social media management for The Federal's website. 			
INTERNSHIP			15 days
The Times of India, Coimbatore		Marketing Intern	December 2018
<ul style="list-style-type: none"> Increased the number of subscribers for The Times of India paper in Coimbatore. Engaged in tele-calling to potential subscribers and existing subscribers to either enroll them or renew their monthly/annual subscription to the paper. 			
ACADEMIC PROJECTS			
Managing Online Stores – Bloom Luxe (Shopify website + Google Ad campaign)			
<ul style="list-style-type: none"> Set up a live website on Shopify for a new brand selling 4 variants of cold creams: Bloom Luxe. Conducted keyword research on Google Keyword Planner, Google Trends, and Google Tag Manager to pick the right products and keywords for it. Ran 2 live ad campaigns on Google Ad Manager for Bloom Luxe's products. Tracked metrics for both ad campaigns on Google Analytics and Google Search Console. Found suppliers to kickstart production of our cold creams. 			
Request for Problem (RFP) – Shorter Loop			
<ul style="list-style-type: none"> Currently developing an online community for Shorter Loop, a product management B2B company. Focusing on competitor analysis, SWOT analysis, and developing and executing a content + social media strategy for Shorter Loop on all platforms. 			
Design Thinking – Fabrico			
<ul style="list-style-type: none"> Used the 7 stages of the Design Thinking process to identify and propose solutions to improve Fabrico's customer service by 75% in 4 months. Built a prototype from scratch and pitched our solutions to Fabrico. Proposed solutions include a virtual assistant and a self-service laundry kiosk. 			
CERTIFICATIONS			
Fundamentals of Digital Marketing		Google	2024
Channel Management and Retailing		IE Business School	2024
Branding and Customer Experience		IE Business School	2024
Data Visualization in Excel		Macquarie University	2024
POSITIONS OF RESPONSIBILITY			
Indulge – The New Indian Express, Chennai		Team Head - Indulge, The New Indian Express	2021-2022
<ul style="list-style-type: none"> Youngest team leader to head a group of 5-10 older, more experienced employees at Indulge for a year. 			
JAGSoM, Bengaluru		Associate - Digital Marketing, Kanyathon	2024
<ul style="list-style-type: none"> Worked as the head of the content and design team for the fund-raising marathon organized by JAGSoM, Kanyathon. 			
JAGSoM, Bengaluru		Designer – JAGSoM's Placement Preparation Handbook	
<ul style="list-style-type: none"> Worked as one of the 3 designers for the 200-page Placement Preparation Handbook curated from scratch by students of JAGSoM. 			
ACCOMPLISHMENTS			
Academic/Competitions		<ul style="list-style-type: none"> 'Outstanding Multimedia Journalism Student' of the Indian Institute of Journalism and New Media (IIJNM). Winner of the Overall Proficiency Award at school for 8 consecutive years. Word Power, Scrabble winner for several years at the inter-school level. 	
Professional		<ul style="list-style-type: none"> Youngest team leader to head a group of 5-10 people at Indulge. Introduced Web Stories and Podcasts from scratch at Indulge. 	
SKILLS		<ul style="list-style-type: none"> Shopify, Google Analytics, Google Ad Manager, Google Search Console, Google Keyword Planner, Google Trends, WordPress, CMS, SPSS, Canva, Microsoft Excel, Adobe Premiere Pro, Photoshop, HTML, QBasic, C. 	