

ACADEMIC PROFILE			
PGDM Marketing	6.3 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA – Marketing, Finance	69.70%	IMS UNISON University, Dehradun	2022
Class XII (CBSE)	61.80%	DSB International Public School, Rishikesh	2019
Class X (CBSE)	68.40%	DSB International Public School, Rishikesh	2017
AREAS OF STUDY			
B2B Marketing, Brand Management, Sales Distribution Management, Marketing Management, People Management in Entrepreneurial Firms, Financial accounting and Financial Statement Analysis, Business Economics, Customer Relationship Management (CRM).			
ACADEMIC PROJECT(S)			
Request for Problem (International Project – TulandeOnline)			
<ul style="list-style-type: none"> Conducting research to address business challenges for Tulande Online, a Namibian-based e-commerce platform. Focus areas include improving website features, launching a mobile app, and gathering consumer and website data. 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. 			
Managing Online Store Project (Shopify) and Website Development			
<ul style="list-style-type: none"> To gain hands-on experience in creating, maintaining, and optimizing an online retail platform as part of the academic curriculum. Successfully managed an online store and developed a comprehensive e-commerce website using Shopify. This project provided practical experience in the end-to-end process of e-commerce platform development, from setup to optimization Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis 			
Overstocking and Understocking in Hypermarket (Design Thinking)			
<ul style="list-style-type: none"> The implementation of an automated inventory management system at Grand Mart Hypermarket heralds a transformative shift in operational efficiency and customer satisfaction. By replacing manual stock counting and recording with a sophisticated digital platform, the organization is poised to mitigate the perennial challenges of overstocking and understocking, while enhancing the overall shopping experience for patrons. 			
Social Media Marketing (DesiKala: Promoting Sustainability and Cultural Heritage through Handcrafted Artistry)			
<ul style="list-style-type: none"> Objective: To develop and implement a comprehensive social media strategy for DesiKala that highlights the brand's commitment to sustainability and cultural heritage, engages the target audience, and drives brand awareness and sales through effective content creation and paid media campaigns. Outcome: The campaign produced a 256% increase in reach, with high engagement rates, especially on Instagram. It achieved substantial impressions among the 18-24 and 25-44 age groups, with geographic distribution including urban and culturally active areas like Delhi, Mumbai, Bangalore, and Kolkata. 			
CERTIFICATIONS			
Customer Relationship Management	Starweaver (Coursera)		2024
Foundations of Business Strategy	University of Virginia (Coursera)		2024
Branding and Customer Experience	IE Business School (Coursera)		2024
Digital Business Models	Lund University (Coursera)		2023
Fundamentals of Marketing Strategy	University of London (Coursera)		2023
Channel Management and Retailing	IE Business School (Coursera)		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member of MarTech Committee		2024
	<ul style="list-style-type: none"> Facilitated successful Career Track placements by effectively liaising with recruiters, leading to an increase in student placements. Organized student development workshops and leadership training sessions, significantly enhancing students' employability and leadership skills. As the Head of Steering Committee aligning Career Track students for preparedness for Placements Head of RFP Process, Assisting students and gathering RFP for the Career Track. 		
IMS UNISON UNIVERSITY, Dehradun	<ul style="list-style-type: none"> Member of management team and the head of sponsorship team for the events conducted in College. 		2019
ACCOMPLISHMENTS			
Professional	<ul style="list-style-type: none"> Worked as Customer Relationship Manager and Lead Generation Specialist in Automotive Industry 		2022
SKILLS			
MS-Excel - Intermediate, PowerBI – Beginner, Problem Solving & Analytical Skills, Teamwork Orientation			