

ACADEMIC PROFILE			
PGDM - Marketing	8.0 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Tech CSE	78.00%	National Institute of Science and Technology ,Odisha	2023
Class XII (ISC)	76.00%	St Mary's School , Barbil, Odisha	2019
Class X (ICSE)	87.00%	St Mary's School , Barbil, Odisha	2017
AREAS OF STUDY			
Social Media Marketing, Digital Marketing, Content Marketing, Business Strategy, Consumer Behaviour, Web Development, E-Commerce Category Management, B2B marketing, Brand Management, Entrepreneurship, Analytics			
ACADEMIC PROJECT(S)			
E-Commerce Category Management and Website Development using Shopify			
<ul style="list-style-type: none"> Objective: Gained hands-on experience in creating, maintaining, and optimizing an online retail platform. Outcome: Successfully managed an online store, developed product categories, and optimized a comprehensive e-commerce website using Shopify. 			
Limitless: Athleisure Apparel Brand			
<ul style="list-style-type: none"> Entrepreneurial Journey: Launched Limitless, a high-performance athleisure brand utilizing sustainable bamboo fabric. Product Development: Focused on creating eco-friendly apparel with enhanced performance features. Market Fit: Successfully scaled the brand to achieve product-market fit, emphasizing unique selling points such as sustainability and performance. 			
True Amora: Made in India Dating App			
<ul style="list-style-type: none"> Brand Management: Conceptualized and developed a dating app catering specifically to Indian users, incorporating vernacular languages across the country. Brand Identity: Created a robust brand identity, positioning True Amora as a culturally relevant and user-friendly platform. Marketing Strategies: Devised and executed marketing campaigns to drive user acquisition and engagement. 			
CERTIFICATIONS			
Business Strategy	Coursera		2024
Brand Management	Coursera		2024
Content Marketing	Coursera		2024
Digital Marketing	Google		2024
B2B Marketing	Coursera		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	• Co-Chair / Admission's Committee		2024
	• Chief Marketing Officer (CMO) at Kanyathon		2024
NIST University, Odisha	• Captain of College Kabaddi team		2020-2021
	• Event Coordinator for Dreamers Planet Organization(A national level pageant competition)		2022
	• Head of NIST Counselling Services.		2022
ACCOMPLISHMENTS			
Competitions and Activities	• WON Debates and Various MUNs		2013–2023
	• District-Level Kabaddi and Cricket Player		2018- 2021
	• Top 10 Design Thinking Teams at Our College		2023
	• Won the Best Capstone project in Brand management Course		2024
Professional	• Enhanced Document Verification Process (ADMISSIONS COMMITTEE).		2024
	• Chief Marketing Officer (CMO) at Kanyathon		2024
SKILLS	Brand Marketing, Omnichannel Marketing, MixPanel, Marketing Analytics, Digital Marketing, E-commerce Management Product Development, Event Management, Python, MS Excel		

