

ACADEMIC PROFILE			
PGDM – Marketing	7.50 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA – Marketing	76.20%	Prestige Institute of Management and research, Indore	2021
Class XII (CBSE)	59.00%	Sanskriti the School, Ajmer	2018
Class X (CBSE)	85.50%	Sanskriti the School, Ajmer	2016
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Service Operations Management, B2B Marketing, Marketing Analytics, E-Commerce Category Management, Brand Management, Omni-Channel Marketing, Social Media management, Proficiency in Business Tools.			
WORK EXPERIENCE			5 Months
Carryfast Logistics, Indore	Operations Executive	July 2022 – Dec 2022	
<ul style="list-style-type: none"> • Business Operations: Planned, monitored, and executed operations, coordinating quality, warehousing, logistics, and audit activities. • Quality Assurance & Reporting: Implemented quality measures, prepared analytical reports, and conducted internal stock audits. • Cost & Warehouse Optimization: Performed cost comparisons and optimized warehouse arrangements to enhance efficiency. 			
INTERNSHIP (S)			10 Months
Zion Technologies, Ajmer	Intern (Sales and Marketing)	August 2021 – January 2022	
<ul style="list-style-type: none"> • Market Analysis & Research: Conducted market analysis and researched the latest trends to inform business strategies. • Administrative Support & Document Management: Assisted in administrative duties, including managing communications, and writing and editing professional documents. • Business Process Improvement: Analyzed business areas for improvement to increase efficiency and support overall business needs. 			
Pramak Impex, Ajmer	Summer Intern	April 2019 – July 2019	
<ul style="list-style-type: none"> • Document Management: Wrote and edited professional-level documents for the firm. • Sales & Operations Management: Managed sales, inventory, operations, and billing invoices. • Customer Relationship Management: Developed new customer relationships and provided services to existing customers. 			
ACADEMIC PROJECTS			
Managing Online Store Project (Vastrakool)			
<ul style="list-style-type: none"> • Managed the development and launch of a fast-fashion e-commerce store, Vastrakool, targeting the Gen Z demographic. Implemented category management strategies for apparel, focusing on product assortment, pricing, and merchandising to optimize sales and customer satisfaction. Conducted in-depth market analysis and competitor research to identify trends and opportunities. Successfully executed digital marketing campaigns, including Google Ads, achieving a 4.28% CTR, and implemented SEO strategies using Google Search Console. Demonstrated proficiency in e-commerce platform management and website optimization. 			
Design Thinking Project (Zepto)			
<ul style="list-style-type: none"> • Objective: Improve Zepto's customer satisfaction and market share using design thinking to address grocery delivery pain points. • Approach: Utilized customer empathy and journey mapping to generate and evaluate ideas, leading to a focus on loyalty programs, product mix analysis, and electric vehicle adoption. • Outcome: Prototyped a solution combining customer rewards, optimized product offerings, and sustainable delivery, aiming to enhance satisfaction, loyalty, revenue, and environmental impact. 			
FMCG Distributor Analysis			
<ul style="list-style-type: none"> • Conducted a detailed analysis of an FMCG distributor within a specific territory, overseeing brands like Veeba, Max Protein and Paperboat. • Gathered critical data on investment, inventory, costs, margins, and revenue through direct interviews with the distributor. • Assessed key accounts and evaluated the roles of sales executives in enhancing brand performance. • Created a profit and loss statement to measure the distributor's financial health and operational success within the territory. 			
CERTIFICATIONS			
<ul style="list-style-type: none"> • Microsoft Power BI Desktop for Business Intelligence • E-commerce Marketing Certification • Omnichannel Marketing Job Stimulation • Data Visualization in Excel • Advanced Excel • The Fundamentals of Digital Marketing 	<ul style="list-style-type: none"> • Udemy • HubSpot Academy • Forage [Lululemon] • Coursera [Macquarie University, Australia] • Coursera [Macquarie University, Australia] • Google 	<ul style="list-style-type: none"> • 2024 • 2024 • 2024 • 2023 • 2023 • 2024 	
POSITIONS OF RESPONSIBILITY			
Jagdish Sheth School of Management, Bengaluru	Committee Coordinator, Alumni Committee	2024	
<ul style="list-style-type: none"> • Led the development and execution of alumni engagement initiatives, including organizing reunions, webinars, networking events, and mentorship programs, significantly increasing alumni participation and support for current students. • Facilitated connections between alumni employers and students, significantly boosting alumni hiring opportunities from the institution. 			
Prestige Institute of Management and research, Indore	Team Leader, Sales and Promotion	2019	
<ul style="list-style-type: none"> • Led a team of sales and promotion for MANTHAN in Indore, which is one of the most recognised college festivals in central India. Successfully achieved a target of 800+ registrations collectively. Achieving a hike of 50% since last year. Received certificate of recognition for the same. 			
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> • Ranked among the Top 5 in the intra-college Design Thinking competition. • Ranked among the Top 3 in Managing Online Stores Project. • Led community outreach efforts during a Social Immersion Program at SHREYAS NGO, providing strategic recommendations for improving project outcomes and stakeholder engagement. 		<ul style="list-style-type: none"> • 2024 • 2024 • 2024
SKILLS	Problem Solving and Analytical Thinking, Excel, Power Bi, Teamwork Orientation, Google Analytics.		