

ACADEMIC PROFILE			
PGDM Marketing	7.2 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BPharm	67.50%	Banasthali Vidyapith, Rajasthan	2016
Class XII (CBSE)	63.50%	Vidya Mandir Public School, Faridabad	2012
Class X (CBSE)	72.20%	Vidya Mandir Public School, Faridabad	2010
AREAS OF STUDY			
Key areas of study include Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research & Analytics, Sales and Distribution Management, Service Operations Management, B2B Marketing, Human Resources Management.			
WORK EXPERIENCE(S)			2 Years 6 Months
Fortis Escorts Heart Institute, New Delhi		Clinical Pharmacist	March 2019 – August 2020
<ul style="list-style-type: none"> Background: As a clinical pharmacist with 1.5 years of experience at Fortis Escorts Hospital, I aimed to enhance patient safety and community health. Situation: Medication errors were impacting patient safety in our clinical setting. Task: I needed to reduce these errors and improve community health outcomes. Action: I implemented medication therapy programs and provided pharmaceutical expertise for preventive care. Result: This led to a significant reduction in medication errors and enhanced patient safety and community health. 			
RWL Healthworld Limited, Gurgaon		Associate Pharmacist	November 2016 – December 2017
<ul style="list-style-type: none"> Background: As a Pharmacist with 1 year of experience at RWL Healthworld Limited, I aimed to improve prescription accuracy and community health. Situation: Prescription errors and inefficient inventory management were affecting patient safety and efficiency. Task: I needed to ensure precision in prescription dispensing, reduce errors, and optimize inventory. Also, I aimed to enhance community health awareness. Action: I implemented strict protocols for dispensing, optimized inventory management, and provided complimentary medication counselling, collaborating on preventive care initiatives. Result: These actions reduced prescription errors, improved inventory efficiency, and enhanced community health awareness. 			
INTERNSHIP(S)			2 Months
R.G. Stone Urology and Laparoscopy Hospital		Pharmacy Intern	May 2014 – July 2014
<ul style="list-style-type: none"> Assisted licensed pharmacists in preparing medications, managing inventory, and providing patient care. Gained hands-on experience in various pharmacy operations, ensuring compliance with safety and health regulations. 			
ACADEMIC PROJECT(S)			
Managing Online Stores – Toyfee (Brand Name)			
<ul style="list-style-type: none"> Toyfee.com is an e-commerce platform specializing in children's toys and educational products. In my academic project for Managing Online Stores, I suggested the brand name, created the website blueprint, and determined the layout and theme for the pages. This experience honed my skills in branding, web design, and user experience optimization. 			
Social Media Marketing - Wicky Bear Candle (Product Name)			
<ul style="list-style-type: none"> Developed and implemented a comprehensive social media marketing strategy for Wicky Bear Candle. Focused on increasing brand awareness and engagement through targeted content creation, social media campaigns, and performance analysis using tools like Sprout Social. This project enhanced my skills in social media management, content optimization, and data-driven marketing. 			
CERTIFICATIONS			
Fundamentals of Marketing Strategy		University of London	2023
From Brand to Image: Creating High Impact Campaigns That Tell Brand Stories		IE Business School	2023
Fundamentals of Digital Marketing		Google Garage	2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member - Placement Committee		2023-25
	Leadership <ul style="list-style-type: none"> Collaborated with corporates, engaged with alumni and professors, and managed key events like IIP Viva-Voce and the Doctoral Consortium. Secured 20 job descriptions from companies such as BOSCH and Basic Home Loan for the senior batch. Initiatives <ul style="list-style-type: none"> Enhanced the college's industry network through strategic connections. Facilitated engagement between 300+ students and industry professionals. Impact <ul style="list-style-type: none"> Streamlined the placement process, increasing job opportunities for students. Strengthened corporate and alumni relationships. 		
Banasthali Vidyapith, Rajasthan	Troop Commander – Banasthali Sewa Dal		2014
<ul style="list-style-type: none"> As the Troop Commander of Banasthali Sewa Dal, I led and coordinated various community service initiatives, fostering teamwork and social responsibility among members. I also organized and led parades for special occasions such as Republic Day and Independence Day, showcasing our group's discipline and dedication. 			
ACCOMPLISHMENTS			
Competitions and Activities	Social Immersion Program – Vayah Vikas NGO		2024
<ul style="list-style-type: none"> Conducted workshops on digital literacy, laws, and government schemes for senior citizens across 5+ old age and mercy homes, interacting with over 100+ senior citizens. 			
Professional	Certificate in Mountaineering from Nehru Institute of Mountaineering		2020
	Vocal Music – Prathama, Madhyama (Singing)		2016
SKILLS	MS Office (Excel, Word, PowerPoint), Medication Management, Patient Counselling, Clinical Decision-Making, Interdisciplinary Collaboration, Digital Marketing & Marketing Analytics, SEO, SEM, AdWords, Campaign Management, Business Strategy analysis, Market Research & Analysis, Customer Success Management.		