

ACADEMIC PROFILE			
PGDM Marketing with Business Analytics	4.70CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.Sc	51.38%	Dr. Vishambhar Singh Pratap Singh Mahavidyalaya, Kanpur	2021
Class XII (ISC)	69.1%	Dr. Brij Kishori Dubey Memorial School, Kanpur	2018
Class X (ICSE)	75%	Dr. Brij Kishori Dubey Memorial School, Kanpur	2016
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools, E-commerce category management, Customer Experience, UI-UX Design, CRM, Market Trend Analysis.			
WORK EXPERIENCE			1 year-1 months
Leenzai HealthCare, Chandigarh		Area Sales Manager	September 2021 –September 2022
<ul style="list-style-type: none"> Develop and execute sales strategies, lead, train and motivate teams, cultivate relationships with healthcare stakeholders, monitor performance, and identify opportunities for market expansion to achieve revenue targets in the designated area. Achieved a 20% increase in sales within the designated area and expanded market presence by onboarding new clients. 			
ACADEMIC PROJECTS			
Request for Problem (CASIO)			
<ul style="list-style-type: none"> Conducted a comprehensive survey with delivery partners to analyze customer return behaviors, identifying key issues with the return of counterfeit and used products, particularly in the luxury watch segment. Proposed and developed countermeasures for CASIO, including weight verification and the introduction of tamper-evident stickers, aimed at reducing counterfeit returns and protecting product integrity. 			
Managing Online Store Project (MomentumPro)			
<ul style="list-style-type: none"> Developed and managed Momentum Pro, an online store for performance-driven sportswear, focusing on user-friendly web design and high-quality sports t-shirts. Implemented digital marketing strategies, achieving a 3.62% CTR through Google Ads and SEO optimization via Google Search Console. 			
Design Thinking (Glowroad.com)			
<ul style="list-style-type: none"> Implemented the strategies focusing on store layout optimization, product placement, and personalized assistance, successfully focused on boosting GlowRoad.com customer satisfaction by 25% within 3 to 4 months timeline. 			
CERTIFICATIONS			
Marketing Analytics		Infosys	2024
Market Research and Consumer Behavior		IE Business School (Coursera)	2024
Branding and Customer Experience		IE Business School (Coursera)	2024
Leadership Skills		Indian Institute of Management Ahmedabad (Coursera)	2023
Google Ads - Measurement Certification		Google	2023
POSITIONS OF RESPONSIBILITY			
Jagdish Sheth School of Management, (JAGSoM) Bengaluru	Member of Alumni Committee		
	<ul style="list-style-type: none"> Coordinated alumni events and networking opportunities, fostering strong connections between current students and graduates to enhance career support and community engagement. Assisted in the development and execution of alumni outreach programs, increasing participation and strengthening relationships within the alumni network. Collaborated with alumni and university administration to organize mentoring sessions, workshops, and fundraising activities, contributing to the growth of the alumni community. 		
SKILLS	Google Search Console, Google Analytics, Google Ads, MS-Excel, PowerBI, SPSS, Shopify, Figma, HotJar, Statista, Territory Management.		