

ACADEMIC PROFILE			
PGDM Marketing	6.40 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
Bachelor of Pharmacy	78.10%	Roland Institute of Pharmaceutical Sciences, Berhampur	2022
Class XII (HSE)	53.33%	Balasore College, Balasore	2018
Class X (BSE)	80.00%	Munilal New Govt. High School, Baisinga, Mayurbhanj	2016
AREAS OF STUDY			
Digital Marketing, Design Thinking, Marketing Analytics, Managing Online Store, Brand Management, B2B Marketing, Social Media Marketing, Proficiency in Business Tools, UX Design, Consumer Behavior, Business Strategy & Simulation, E-commerce category Management.			
INTERNSHIP(S)			
Talent Carve	Social Media Intern	September 2024-December 2024	
<ul style="list-style-type: none"> Managed multiple social media platforms, including LinkedIn, Instagram, and Facebook, to enhance brand presence and grow followers. Created and posted law and soft skills content to engage the audience with relevant news and stories. Supported initiatives for Talent Carve's promotion and growth. 			
ACADEMIC PROJECT(S)			
Capstone Project (RAPTEE.HV)			
<ul style="list-style-type: none"> Analyzed the social activities of key competitors for RAPTEE.HV using social listening and sentiment analysis. Benchmarked pre- and post-launch activities to identify best practices and potential pitfalls to guide the company's communication strategies. 			
Managing Online Store Project (Floofyfit)			
<ul style="list-style-type: none"> Developed and launched FloofyFit, a niche dog clothing and fashion brand. Implemented SEO and performance marketing strategies to boost online visibility and used lead-generation techniques. Managed the online store on Shopify, ensuring a seamless user experience. Coordinated supply chain logistics for timely production and delivery. Successfully ran ad campaigns, winning a class competition for best business concept. <p>https://floofyfit.co.in/</p>			
Social media (Unleash)			
<ul style="list-style-type: none"> Developed Unleash, a holistic fitness brand integrating ancient wisdom with modern science, offering personalized workout plans and mental well-being programs. Executed content strategies using Reels, static posts, and carousels to drive engagement and increase brand visibility on Facebook. Designed a structured content calendar and established content pillars to ensure strategic and consistent posting. Created and managed targeted ad campaigns to enhance performance, boost click-through rates, and increase lead generation. 			
Design Thinking (Sodexo)			
<ul style="list-style-type: none"> Partnered with Sodexo to enhance customer satisfaction at IFIM College and Hostel. Used design thinking to gather insights from students, staff, and stakeholders. Identified key pain points in the service flow, including long queues and waiting time. Suggested a mobile app as a solution for ordering food to reduce waiting time by 15–30 minutes and streamline the process. Worked with Sodexo to integrate the app into the existing service flow. This resulted in a 50% improvement in service efficiency and higher customer satisfaction. 			
CERTIFICATIONS			
Excel Power Tools for Data Analysis	Macquarie University (Coursera)		2023
Customer Relationship Management	Starweaver (Coursera)		2023
Branding and Customer Experience	IE Business School (Coursera)		2024
Foundation of Business Strategy	University of Virginia (Coursera)		2024
Digital design and UX	Forage		2024
Inbound Marketing	HubSpot Academy		2024
Fundamentals of digital marketing	Google		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Associate - PR & Media team in Kanyathon.		2023 - 2024
	<ul style="list-style-type: none"> Managed a team responsible for the entire videography and photography of the event. Coordinated with newspaper and media channels to ensure comprehensive coverage. Delivered high-quality visual content that enhanced the event's visibility and media presence. 		
	Member - Placement Preparation Book Plan for MarTech.		2024
	Operation team - ICKC student committee.		2023
	<ul style="list-style-type: none"> Organized and managed events like movie night, IPL final streaming, Open mic, Street Photography competition, and faculty bites to gather knowledge and create interactive experiences for the students. 		
RIPS, Berhampur	Leader - student development committee (Riponova).		2018-2022
	<ul style="list-style-type: none"> Successfully managed and organized high-impact pharmacy-related events, including World Diabetes Day and Cancer Day, overseeing all aspects, from planning and coordination to promotion and execution. Led a team in managing and executing successful college festivals, coordinating all aspects from event planning to on-site operations, resulting in highly engaging and well-attended events. 		
SKILLS	MS-Excel, PowerBI, Canva, Social listening, Lead Generation, Google ads, Shopify, HubSpot, Google Analytics, Meta Ads, Figma, WordPress.		