

ACADEMIC PROFILE			
PGDM Marketing	6.10 CGPA	Jagdish Sheth School of Management, Bengalore	2025
B.Com	72.51%	D.P Chaturvedi College Of Management , Seoni	2022
Class XII (CBSE)	62.20%	Maharishi Vidya Mandir, Seoni	2019
Class X (CBSE)	55.10%	S.T Francis Of Assisi School, Seoni	2017
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools			
ACADEMIC PROJECT(S)			
Marketing Analytics			
<ul style="list-style-type: none"> <li>Analyzed the social media presence and sentiment for top foldable phone brands like Samsung and Vivo to assess market visibility and consumer perception.</li> <li>Used social monitoring and listening tools to track mentions, sentiment, and reach across platforms. Focused on Vivo X Fold3 and Samsung Z Fold 5 for comparative insights.</li> <li>Found Vivo X Fold3 leading in mentions (519), positive sentiment (102), and reach (25.58M). Provided strategic recommendations to boost Samsung Z Fold 5's visibility and sentiment</li> </ul>			
Managing Online Store Project (Resinture)			
<ul style="list-style-type: none"> <li>Required to attract a targeted audience to the epoxy furniture line.</li> <li>Conducted extensive market research to identify primary and secondary audiences, focusing on individuals aged 30-55 with high disposable incomes, and launched targeted Google ad campaigns based on customer insights.</li> <li>Increased impressions by 19,300 and clicks by 139, yielding a click-through rate (CTR) of 4.66%, significantly boosting store traffic.</li> </ul>			
Capstone Project (Casio)			
<ul style="list-style-type: none"> <li>Casio struggled with counterfeit products in India, leading to high returns, damaged brand reputation, and financial losses in their e-commerce operations.</li> <li>Our team developed solutions, including blockchain for product tracking, cryptoglyph technology for anti-counterfeiting, and Razorpay Thirdwatch for fraud detection. We also conducted warehouse visits to assess current processes.</li> <li>These solutions improved product traceability, reduced counterfeit returns, and strengthened customer trust, leading to cost savings and enhanced brand protection.</li> </ul>			
Design Thinking (Fabrico)			
<ul style="list-style-type: none"> <li>Identified the need to increase awareness of Fabrico in the neighborhood to enhance footfall and revenue, while simultaneously improving service quality to ensure customer retention.</li> <li>Led a design thinking initiative that involved streamlining and standardizing service processes, implementing a feedback mechanism for customer transparency, and executing targeted advertising campaigns via brochure distribution.</li> <li>Successfully increased neighborhood awareness, resulting in a 30% increase in foot traffic and a 20% improvement in customer retention rates within six months.</li> </ul>			
CERTIFICATIONS			
Digital Business Models		Lund University (Coursera)	2024
Data Visualization In Excel		Macquarie University (Coursera)	2024
Channel Management And Retailing		le Reinventing Higher Education (Coursera)	2024
Digital marketing workshop		Trydo school	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Banglore	<b>Member at Industry connect and Integration Committee</b>		
	<b>SEI service quality</b>		
	<ul style="list-style-type: none"> <li>As a member of the Industry Connect and Integration Committee, I organized various events and established connections with industry professionals, all with the goal of bringing together individuals from diverse cultures and fostering a sense of community. In 2023, I volunteered in the SEI service quality function, which enhanced my learning experience and allowed me to connect with industry executives.</li> </ul>		
	<b>Pragyan event</b>		
	<ul style="list-style-type: none"> <li>Served as the Head of Designing and Creative for the Pragyan event, organized by the Industry Connect and Integration Committee at Jagdish Sheth School of Management, overseeing all creative elements and ensuring a cohesive event experience.</li> </ul>		
ACCOMPLISHMENTS			
Competitions and Activities	Badminton: Runner-up, District Level Tournament		
SKILLS			
Creative and Innovation skills, Teamwork Orientation Tools- Aloseo, GravityWrite, Duplichecker, Mangools ,UberSuggest, Metric tool, MS Excel, Figma			