

ACADEMIC PROFILE			
PGDM – Marketing	6.4 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BA(JMC)	8.4 CGPA	Maharaja Agrasen Institute of Management Studies, Delhi	2021
Class XII (CBSE)	68.80 %	Kendriya Vidyalaya NFC Vigyan Vihar, Delhi	2016
Class X (CBSE)	76.00 %	Kendriya Vidyalaya NFC Vigyan Vihar, Delhi	2014
AREAS OF STUDY			
<ul style="list-style-type: none"> <li>Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Sales Distribution and Marketing, Social Media Marketing, Brand Management &amp; MarCom, Consumer Behavior, Marketing Research , UI/UX , E-commerce category.</li> </ul>			
WORK EXPERIENCE			20 Months
<b>Cup Of Stories, Delhi</b>	<b>Client Service Manager</b>		<b>Nov 2021 – Jul 2022</b>
<ul style="list-style-type: none"> <li>I worked as a client service manager for a wedding photography &amp; videography startup.</li> <li>I oversaw timetables, made sure there was constant contact, and quickly resolved problems. In my position, I was responsible for gathering client input, educating them, and supporting upselling initiatives.</li> </ul>			
ACADEMIC PROJECT(S)			
Request for Proposal			
<ul style="list-style-type: none"> <li>How might we simplify the process of booking pujas and participating in festivals, making it more convenient and accessible for everyone?</li> <li>Analyze and Optimize Awareness Stage</li> <li>Identify Target Audience: Use data analytics to understand user demographics and behaviors.</li> <li>Enhance Marketing Efforts: Utilize targeted ads, SEO, and social media campaigns to reach potential users.</li> <li>Improve App Store Presence: Optimize app store listings with keywords, screenshots, and reviews.</li> </ul>			
Design Thinking			
<ul style="list-style-type: none"> <li>Applied Strategy to revamp Urban Company's customer service.</li> <li>Through modifying their app and prototyping, created a seamless browsing experience to boost conversions and enhance customer satisfaction.</li> </ul>			
Managing Online Stores			
<ul style="list-style-type: none"> <li>We used shopify to create to create and run an online store for the men's jewellery company Gryphon. This required developing a user -friendly and aesthetically pleasing website to highlight our offerings.</li> <li>We ran google campaigns to maximize website visibility and updated product listings on the website. My abilities in supplier relationship management, website design, and e-commerce were improved by this project.</li> </ul>			
Social Media Marketing			
True Amora – Indian-Style Dating App*			
<ul style="list-style-type: none"> <li>Created engaging content including carousels, memes, and regular updates to boost user engagement and brand awareness.</li> <li>Enhanced skills in content production, audience engagement, and social media strategy.</li> <li>Increased visibility and brand recognition through targeted campaigns and creative storytelling.</li> </ul>			
UX/UI			
Personal Portfolio – Designed Using Figma			
<ul style="list-style-type: none"> <li>Designed and developed a personal portfolio website using Figma to showcase UX design and project work.</li> <li>Created wireframes, prototypes, and high-fidelity designs with a focus on usability and visual appeal.</li> </ul>			
CERTIFICATIONS			
Digital skills: user experience		Accenture	2024
The UX design Process for		Accenture	2024
beginner Excel Skills for Business:		Macquarie University (Coursera)	2023
Advanced			
POSITIONS OF RESPONSIBILITY			
<b>JAGSoM, Bengaluru</b>	<b>Member of Admissions Committee</b>		<b>2023 - 2025</b>
	<ul style="list-style-type: none"> <li><b>Planned and executed engagement events such as the JAGSoM Premier League (JPL) cricket match and the JAGSoM Super League (JSL) football match</b>, fostering community spirit and increasing student involvement.</li> <li><b>Organized weekly ASP panel sessions with students serving as shoulder panel members</b>, which streamlined the admission process and improved the quality of interviews for prospective students.</li> <li><b>Facilitated the smooth operation of ASP panels by participating in shoulder panels and addressing issues promptly</b>, enhancing the overall effectiveness of the admissions process and receiving positive feedback from participants.</li> </ul>		
<b>Kendriya Vidyalaya NFC Vigyan Vihar, Delhi</b>	<b>School Discipline captain</b>		
	<ul style="list-style-type: none"> <li>Led a team of student prefects to maintain school discipline.</li> <li>Organized assemblies and events with staff coordination.</li> <li>Mediated conflicts and implemented positive disciplinary measures.</li> <li>Communicated announcements between students and administration.</li> </ul>		
ACCOMPLISHMENTS			
<b>Competitions and Activities</b>	<ul style="list-style-type: none"> <li>Regional level Kho-Kho- 2012</li> <li>Intra school relay race - 2009</li> </ul>		
SKILLS		<ul style="list-style-type: none"> <li>Problem Solving, Analytical Thinking, Canva, Figma, Excel</li> </ul>	