

ACADEMIC PROFILE			
PGDM Marketing	6.2 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.B.A	71.40%	Amity University, Kolkata	2022
Class XII (CBSE)	56.66%	Aditya Academy Secondary, Kolkata	2019
Class X (CBSE)	66.50%	Aditya Academy Secondary, Kolkata	2017
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools			
INTERNSHIP(S)			15 Months
Unacademy, Hybrid	Brand Management Intern		April 2019 – Dec 2019
<ul style="list-style-type: none"> Managed the Brand's social media for the company and managed brand campaigns which helped increase customer engagement. Increased customer engagement with the help of Digital Marketing. Improved Impressions and Conversion rate by 35%. 			
GTM & Sons, Remote	Brand Management Intern		April 2021 – Sep 2021
<ul style="list-style-type: none"> Managed the company's Brand Portfolio and digital brand campaigns, which helped increase customer engagement and client acquisition. Generated Potential leads from various sources and cold emailing. Conducted initial phone screenings with prospective candidates. The Lead Generation rate was 6.8%. 			
ACADEMIC PROJECT(S)			
Request for Problem (International Project – Aduvaret Kids)			
<ul style="list-style-type: none"> Conducting research to address business challenges for Aduvaret Kids, a start-up e-commerce platform. Focus areas include improving website features, launching a mobile app, and gathering consumer and website data. Developing an omnichannel marketing strategy to increase user engagement and sales. Aiming to enhance the user experience and purchasing journey, with the goal of boosting overall sales and website retention. 			
Managing Online Store Project (Maneuver)			
<ul style="list-style-type: none"> Developed and managed an online store, Maneuver, focused on value for money & advanced trimmers and grooming kits. Created our Brand & made a full-fledged website for the same, also did market research using Google Analytics and used keyword planner for SEO Optimization. 			
Furlenco (Design Thinking)			
<ul style="list-style-type: none"> Implemented the strategies focusing on store layout optimization, product placement, and Introduction of Augmented reality successfully focused on boosting Furlenco's customer satisfaction by 40% within a 3 to 4-month timeline. 			
CERTIFICATIONS			
The Fundamentals of Digital Marketing	Google		2024
Advance Excel	Coursera		2023
Branding and Customer Experience	Coursera		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member at Martech Committee		2023-25
	<ul style="list-style-type: none"> Organized industry interaction sessions, guest lectures, and workshops with leading professionals. Responsible for updating and handling the Martech website of the college. 		
	Global Doctoral Consortium Volunteer		2023
	<ul style="list-style-type: none"> Played a pivotal role as a core volunteer in a global doctoral consortium, ensuring smooth event coordination. 		
ACCOMPLISHMENTS			
Competitions and Activities	• Completed my Degree in Drawing & Art.		2019
	• Learned music and instruments till PP3.		2015
	• Played football In the Reliance Cup and got featured in the magazine.		2017
	• Social Immersion Program in a (HDS) NGO Documented their work in both video and report format.		2024
Professional	• Did freelancing on Fiver in the domain of Web Designing (WordPress, Shopify, WIX).		2020
SKILLS	MS Excel, Web designing, SPSS, Power BI, Social Listening Tool.		