

ACADEMIC PROFILE			
PGDM - Marketing	6.12 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. Sc. - Media Science	78.75%	Techno India, Kolkata	2022
Class XII (ISC)	60.50%	St. Thomas Church School, Howrah	2019
Class X (ICSE)	53.20%	St. Thomas Church School, Howrah	2017
AREAS OF STUDY			
Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Sales and Distribution Management, Marketing Analytics, Managing Online Stores, Social Media Marketing, Design Thinking			
ACADEMIC PROJECT(S)			
Live Project (Eventell Global)			
<ul style="list-style-type: none"> Executed a data-driven marketing project for the Indian cashew industry, analyzing over 600 consumer surveys. Engaged with 20+ industry experts at the AICA Cashew Convention, contributing key insights for a strategic blueprint aimed at improving cashew promotion and consumer engagement. 			
Managing Online Store (Ashkev)			
<ul style="list-style-type: none"> Enhanced Ashkev's online presence by developing a dynamic Shopify website, significantly increasing visibility of premium coconut products Conducted keyword research using Google Keyword Planner, Google Trends, and Google Tag Manager to select optimal products and keywords Managed two live advertising campaigns on Google Ad Manager for Ashkev's products. Monitored and analyzed campaign metrics using Google Analytics and Google Search Console 			
Design Thinking			
<ul style="list-style-type: none"> Enhancing cancer patients' satisfaction at Narayana Health by optimizing appointment scheduling and reducing wait times. Key results include increasing online bookings by 21%, decreasing wait times by 15%, raising patient satisfaction by 11%, implementing virtual appointments for eligible cases, and educating at least 79% of patients within a year 			
Social Media Marketing (Hunger Hackers)			
<ul style="list-style-type: none"> Developed a social media strategy for Hungry Hacker, an Instagram community focused on intermittent fasting. This includes creating a content calendar with educational posts, tips, recipes, success stories, and running targeted Facebook Ads The goal was to build a supportive community, educate users, and increase engagement through interactive and valuable content 			
CERTIFICATIONS			
Google Analytics	Udemy		2024
Data Visualization in Excel	Macquarie University [Coursera]		2024
POSITIONS OF RESPONSIBILITY			
Jagdish Sheth School of Management, Bengaluru	External member- Sales and Service Committee		2023-24
	<ul style="list-style-type: none"> Conducted guest lecture Industry visit to Volkswagen 		
TUDI- Tribal Unity for Development Initiative	Marketing team- Kanyathon Event 2024		
	<ul style="list-style-type: none"> Field visits to colonies, apartments, cafes and malls to raise awareness and maximize sales 		
TUDI- Tribal Unity for Development Initiative	Core Member		
	Social Immersion Program Participant - Focused on empowerment in sectors like education, health, agriculture and cultural preservation of tribal people of Wayanad		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Won gaming tournament worth Rs.50,000 Secured Bronze medal in Shotgun in Annual sports tournament Secured Bronze medal in Hit the target in Annual sports tournament Awarded for Photography Event 		
SKILLS	<ul style="list-style-type: none"> Google Analytics, Creative Thinking, Microsoft Excel, Collaborative Leadership 		