

ACADEMIC PROFILE			
PGDM Marketing	6.70 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B. TECH (Information Technology)	66.90%	Calcutta Institute of Engineering and Management	2020
Class XII (WBCHSE)	65.60%	B.G.C.A. V	2016
Class X (WBBSE)	56.71%	Thana Makua Model High School	2014
AREAS OF STUDY			
Sales Distribution Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools, Social Media Marketing, Digital strategy and content marketing, Ui/ux.			
ACADEMIC PROJECT(S)			
Request for Problem (E-Commerce Project- Casio)			
<ul style="list-style-type: none"> conducting research to develop a streamlined process for managing product exchanges and returns in e-commerce. Our focus is on mitigating the return of counterfeit and used items, ensuring efficiency and authenticity in the return process. Our research utilizes data analytics and customer feedback systems, along with targeted marketing strategies such as personalized communication and loyalty programs, to create an efficient process for managing product exchanges and returns in e-commerce, significantly reducing the return of counterfeit and used items. 			
Marketing Analytics (ZEE5's social media analytics using Brand24 and Sprinklr)			
<ul style="list-style-type: none"> Compare ZEE5's performance with competitors, assess user engagement and sentiment, and provide strategic recommendations for enhancing social media strategy. The analysis revealed significant increases in mentions, social media reach, and overall positive sentiment towards ZEE5. The insights gained led to strategic recommendations for enhancing content strategy, user engagement, and social media campaigns, ultimately aiming to boost brand visibility and customer satisfaction. 			
Managing Online Stores - (Building Gryphon's Digital Showcase: A Seamless E-Commerce Journey)			
<ul style="list-style-type: none"> Developed and managed an online store for Gryphon, a men's jewelry brand, using Shopify. Created a visually appealing, user-friendly website, and coordinated with suppliers to ensure a seamless supply chain. Enhanced skills in e-commerce, website design, and supplier relationship management by maintaining the website, updating product listings, and managing inventory. 			
Design Thinking			
<ul style="list-style-type: none"> Redesigned the planogram of Pepperfry to improve user experience with strategy that aimed to improve sales in next six months. Also, we add new features like AR To improve customer experience on web and app through iterative prototyping and user centric ideation. 			
Social Media Marketing - Eatscape(Guide to Bangalore's coolest hidden food spots, serving up trendy tastes and secret finds with style)			
<ul style="list-style-type: none"> Developed and executed a social media strategy for Eatscape on Instagram, promoting hidden culinary gems in Bangalore. Created engaging reels, posts, and ads targeting 18-35-year-old food enthusiasts. Conducted competitive analysis and implemented a content calendar for consistent engagement. Achieved significant reach and engagement, especially among 18–24-year-olds, promoting local businesses effectively. The campaign's success showcased the benefits of a diversified content strategy and provided valuable insights for future campaigns. Event Season 2024-25. 			
CERTIFICATIONS			
Marketing Analytics	Meta (Coursera)		2024
Market Research and Consumer Behavior	IE Business School (Coursera)		2023
The Complete SQL Bootcamp	UDEMY		2022
Product Management	Internshala		2022
Machine Learning Using Python	ARDENT COMPUTECH PVT LTD		2018
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member - MarTech Committee		2023-2025
	<ul style="list-style-type: none"> As a MarTech Committee Member at Jagdish Sheth School of Management, I managed the committee's website, organized insightful webinars for students, and built valuable connections with HR professionals to secure internship opportunities. 		
	Volunteer - AIM-AMA Sheth Foundation Doctoral Consortium Global Marketing Consortium		2023
	<ul style="list-style-type: none"> Played a pivotal role as a core volunteer in a global doctoral consortium, ensuring smooth event coordination. 		
	Kanyathon		2024
	<ul style="list-style-type: none"> Worked As the Route and Race Management Associate for Kanyathon 2024, I led a team of 25, planned and mapped the race route, coordinated with local traffic police and Apache for logistics, monitored the route, guided participants, and collaborate with stakeholders to ensure a smooth and safe event. 		
SKILLS	Python, Microsoft-Excel, Spss, Sql, Problem Solving, Digital Marketing, Tableau and Power Bi, Wordpress, Figma		