

ACADEMIC PROFILE			
PGDM Marketing	7.7CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA (International Business)	82.50%	Sharda University, Greater Noida, UP	2022
Class XII (CBSE)	70%	Rajghat Besant School, Varanasi, UP	2018
Class X (CBSE)	79.8%	Rajghat Besant School, Varanasi, UP	2016
AREAS OF STUDY			
Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools, Sales Distribution Management, Marketing Management			
INTERNSHIP(S)			8 Months
The GVAS	Business Development Intern	February 2023-June 2023	
<ul style="list-style-type: none"> Aiming to address clients' immediate staffing needs in a dynamic market by recruiting skilled professionals. Focused on resolving capacity challenges, improving service quality, and boosting overall product. 			
Acres in feets	Business Development Executive	July 2023-September 2023	
<ul style="list-style-type: none"> conducted cold and outbound calling to prospective clients, simultaneously supervised and mentored junior members. 			
Mark My Ad	Digital Marketing Specialist	July 2024-September 2024	
<ul style="list-style-type: none"> Developed and implemented SEO strategies to improve website visibility in search engine results. Conducted keyword research, meta description, meta title, slug value analysis, and selection to create effective SEO campaigns. 			
ACADEMIC PROJECT(S)			
Developing strategies on self-ordering machine (Design Thinking)			
<ul style="list-style-type: none"> Introduced and implemented self-ordering machines alongside streamlining operational processes and optimizing kitchen workflows at Burger King, which effectively minimized operational chaos and improved overall efficiency. Successfully achieved a notable reduction in late delivery orders within a 3-to-4-month period, enhancing customer satisfaction and operational performance. 			
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. 			
Managing Online Store Project (MomentumPro)			
<ul style="list-style-type: none"> Developed and managed an online store, Momentum Pro, focused on performance-driven sportswear for athletes. Created a user-friendly website to empower athletes with high-quality sports t-shirts blending function, fashion, and personal expression. Implemented effective digital marketing strategies, including Google Ads and keyword research, achieving a CTR of 3.62%. Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. (https://momentumpro.in/) 			
Social Media Marketing Project (MBA kickstart)			
<ul style="list-style-type: none"> Create and share highly relevant and engaging content on Instagram, tailored specifically for prospective MBA students. This content should offer actionable tips, effective strategies, and valuable insights to address the high demand for MBA preparation resources and assist students in navigating their preparation journey with confidence. Ensure long-term engagement and growth by consistently delivering content that not only supports and guides MBA aspirants but also fosters a sense of community and connection. By addressing their needs and interests, this approach aims to build a strong, interactive following and sustain ongoing interest in MBA preparation. 			
Brand Management and Marcom (Milk Cubes)			
<ul style="list-style-type: none"> Highlight Milk Cubes' mission to deliver high-quality dairy products with clear, engaging content on unique benefits and values. Foster community engagement through interactive content like recipes, health benefits, and customer testimonials to build strong connections with the audience. (https://itsmeshivay99.wixsite.com/milkcubes) 			
CERTIFICATIONS			
<ul style="list-style-type: none"> Data Visualization in Excel Market Research and Consumer Behavior Fundamentals of Digital Marketing Branding and Customer Experience Digital Business Models Strategy Consulting and Simulation 	<ul style="list-style-type: none"> Macquarie University (Coursera) IE Business School (Coursera) Google IE Business School (Coursera) Lund University (Coursera) Forage 	<ul style="list-style-type: none"> 2024 2024 2024 2024 2024 2024 	
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member at Pep and Sports Committee		2023-2025
<ul style="list-style-type: none"> Enhance communication skills and personality development by organizing and facilitating engaging activities like debates, group discussions, and personal interviews, which provide opportunities for participants to practice and improve their verbal and interpersonal abilities. Promote overall growth and confidence through participation in sports events, encouraging teamwork, leadership, and resilience, which contribute to the development of a well-rounded and dynamic personality. 			
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Organized a successful Walkathon Event for Corporate and Community Strategically planned and organized a community and corporate Walkathon, orchestrating logistics and garnering support to fund girls' education, showcasing leadership. Leadership Role in Interview Interaction Program (IIP) as EE Committee Volunteered for the Interview Interaction Program (IIP) as an active member of the EE Committee, showcasing leadership and interpersonal skills 		
SKILLS	Digital Marketing, MS-Excel, PowerBI, SPSS, Python, Figma		