

ACADEMIC PROFILE			
PGDM Marketing	7.9 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Com Hons. (Accounting & Finance)	82.32%	Shri Shikshayatan College, Kolkata	2022
Class XII (CBSE)	92.60%	The Pentecostal Assembly School, Bokaro	2019
Class X (CBSE)	91.20%	Leela Janki Public School, Bokaro	2017
AREAS OF STUDY			
Social Media Marketing, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools, Brand Management, E-commerce category management			
INTERNSHIP(S)			5 Months
<b>DigiGrow</b>	<b>Digital Marketing Intern</b>	<b>September 2024-December 2024</b>	
<ul style="list-style-type: none"> <li>Enhancing web development for better user experience and functionality to attract more visitors to the website.</li> <li>Executing lead generation strategies to drive inquiries from schools and increase engagement, alongside conducting SEO and keyword research to improve traffic.</li> </ul>			
<b>Dragon Labs</b>	<b>Market Research Intern</b>	<b>September 2024-December 2024</b>	
<ul style="list-style-type: none"> <li>Conducting research on fashion e-commerce trends, emphasizing Direct-to-Consumer models and omnichannel strategies.</li> <li>Analyzing technology's impact on designers, retailers, and consumers in the fashion industry.</li> </ul>			
<b>The Wall of Dreams</b>	<b>Digital Marketing Intern</b>	<b>September 2024-December 2024</b>	
<ul style="list-style-type: none"> <li>Conducting comprehensive Google keyword research to improve the SEO of "The Wall of Dreams," boosting its visibility and rankings.</li> <li>Enhancing the website's visual appeal and streamlining navigation to create a more user-friendly experience, thereby increasing engagement.</li> <li>Performing in-depth competitor analysis to identify strategic market opportunities.</li> </ul>			
<b>BYJU'S, Kolkata</b>	<b>Marketing Intern</b>	<b>March 2022-May 2022</b>	
<ul style="list-style-type: none"> <li>Excelled in liaising with school staff, achieving weekly objectives</li> <li>Efficiently documented daily tasks, displaying adaptability and precision.</li> <li>Maintained reports by rectifying 300+ data through research, ensuring thorough follow-up and accountability.</li> </ul>			
ACADEMIC PROJECT(S)			
<b>Request for Proposal (Wow! Momo)</b>			
<ul style="list-style-type: none"> <li>Identified frozen momo e-commerce challenges, analyzing consumer offers, buying behavior, factors affecting frozen food consumption and competitors on platforms like Swiggy Instamart, Blinkit, and Amazon.</li> <li>Compared sales across platforms, conducted competitor analysis (Prasuma, Pillsbury, Haldiram), and got to know that 83.2% people prefer quality over deep discounts.</li> <li>Assessed the impact of social media ads on frozen food sales, which generated up to 20% of traffic, leveraging quantitative research and social listening for insights.</li> </ul>			
<b>Managing Online Stores (Floofy fit)</b>			( <a href="https://floofyfit.co.in/">https://floofyfit.co.in/</a> )
<ul style="list-style-type: none"> <li>Launched and managed Floofy Fit, an online pet clothing store. Focused on user-friendly design, seamless shopping experience, and enhanced brand presence through web development.</li> <li>Employed Google Keyword Planner for research, optimizing website content and improving online visibility. Demonstrated expertise in market analysis and e-commerce management.</li> </ul>			
<b>Social Media Marketing (MBA Kickstart – Pre MBA-Preparation Plan)</b>			
<ul style="list-style-type: none"> <li>Led MBA Kickstart's social media strategy with content creation, meta-ads, and SWOT analysis. Reached 100,025 (static), 281,200 (carousel), 24,252 (video) users via ads.</li> <li>Gained digital marketing skills in meta-ads, influencer outreach, and audience analysis. Enhanced MBA-specific social media engagement strategies and executed comprehensive marketing plan.</li> </ul>			
<b>Marketing Analytics (Social Listening Tool)</b>			
<ul style="list-style-type: none"> <li>Utilized Mentionlytics for Pepperfry's social listening, sentiment analysis, and competitive analysis against IKEA. Pepperfry's reach: 918.8K, engagement: 10K; IKEA's reach: 33M, engagement: 6.3M (March-May).</li> <li>Compared Pepperfry with IKEA to identify market position and improvement areas. Developed actionable insights for enhancing customer service and brand experience.</li> </ul>			
CERTIFICATIONS			
Google Analytics 4	Google		2024
SEO	HubSpot		2024
Power BI (Basics)	Udemy		2024
Google Ads Search Certification	Google		2023
Entrepreneurship	My Captain		2021
POSITIONS OF RESPONSIBILITY			
<b>JAGSoM, Bengaluru</b>	<ul style="list-style-type: none"> <li><b>GDPI Coordinator</b></li> </ul>	Coordinated with Placement Committee to conduct Mock GDPI with Industry corporates for the batch.	<b>2024</b>
	<ul style="list-style-type: none"> <li><b>Leader of Placement Preparation Book Plan</b></li> </ul>	Lead team of 8 members and done case study analysis of 50+cases	<b>2024</b>
<b>Leela Janki Public School, Bokaro</b>	<ul style="list-style-type: none"> <li><b>Captain, Sports team</b></li> </ul>	Has captained school Kabaddi and Kho-Kho teams and won few matches as well.	<b>2017</b>
ACCOMPLISHMENTS			
<b>Competitions and Activities</b>	<ul style="list-style-type: none"> <li>Achieved 4th rank in Kaizen: Call for Articles (IIM Rohtak) – Article on Supply Chain Management</li> </ul>		<b>2024</b>
	<ul style="list-style-type: none"> <li>Achieved 1st position in <b>CS Olympiad</b> in Std. XII</li> </ul>		<b>2018</b>
	<ul style="list-style-type: none"> <li>Certificate of merit in academics for scoring 90 and above whole year in Std. XII (Economics)</li> </ul>		<b>2018</b>
<b>Professional</b>	<ul style="list-style-type: none"> <li>Rectified 300+ data set in a single day through research while working at <b>BYJU'S</b> which was the 2<sup>nd</sup> highest among all interns.</li> </ul>		<b>2022</b>
SKILLS		MS-Excel, Power BI, PowerPoint, WordPress, Canva, SEO, Data Analysis, Shopify, Figma	