

ACADEMIC PROFILE			
PGDM Marketing	6.40 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
Botany Hons.	59.69%	Sri Venkateswara College, New Delhi	2020
Class XII (CBSE)	80.80%	B. D. Public School, Patna, Bihar	2015
Class X (CBSE)	79.80%	Buddha Public School, Saharsa, Bihar	2013
AREAS OF STUDY			
Marketing Management, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Integrated Marketing Communications Sales and Distribution Management, Strategic Marketing, Product and Service Innovation, Retail Management, Marketing Analytics, UI/UX			
EXPERIENCE			11 Months
Rypto Finserv Private Limited	Director	December 2021 - November 2022	
<ul style="list-style-type: none"> Defined and articulated the strategic vision and long-term goals for the organization. Led the creation and improvement of products from concept to market launch. Developed and implemented marketing strategies to promote products and services. Worked closely with various stakeholders and departments to achieve common objectives. 			
INTERNSHIP(S)			12 Months
Jeevam Health Private Limited,	Marketing Executive	November 2020 – November 2021	
<ul style="list-style-type: none"> Designed and executed effective Google ad campaigns to increase brand visibility and attract customers. Consistently stayed informed on industry trends to adapt strategies and maintain relevance. Managed social media platforms by creating content and engaging with followers. 			
Entrepreneurial Experience			8 Months
She Go (Co- founder)			December 2023 - July 2024
<ul style="list-style-type: none"> Initiated and successfully conducted a pilot test in Bangalore and completing 50 rides, which is a women-centric cab service prioritizing safety, called "By Women for Women." Managed all facets of the startup, encompassing marketing, operations, and customer service. Established and trained a network of drivers committed to maintaining high service standards. Performed market research and integrated customer feedback to improve service quality. 			
ACADEMIC PROJECT(S)			
Developed a brand from scratch (Capstone project)			
<ul style="list-style-type: none"> Conducted thorough market research to identify gaps and opportunities in the pre-portioned food market. Worked with nutritionists and chefs to ensure high-quality, healthy, and easy-to-prepare meals. Identified key sales channels, including e-commerce platforms, subscription models, and potential retail partnerships. 			
Managing Online Store Project (Gryphon)			
<ul style="list-style-type: none"> Developed and managed an online store, Gryphon, focused on men's accessories like ear-rings, neck-chain, & rings. Created a user-friendly website for men's accessories with high-quality products like rings, neck-chain, ear-rings. Implemented effective digital marketing strategies, including Google Ads and keyword research. Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. (https://gryphon.com) 			
CERTIFICATIONS			
Digital marketing	NPTEL		2024
Design thinking for innovation	Coursera (University of Virginia)		2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	CSO (Annual event Kanyathon)		2023-2024
	<ul style="list-style-type: none"> Identified over 40 potential companies for sponsorship, greatly expanding our list of prospects. Led a team of 18 members in creating and delivering compelling pitches to secure sponsorships. Enhanced brand visibility and recognition for the event through strategic partnerships and sponsorships. 		
	Member of Innovation and Incubation committee		2023-2025
	<ul style="list-style-type: none"> Successfully led the committee in concluding the annual Design Thinking Competition, which involved over 20 teams. Organized and conducted monthly "Entrepreneurial in Spotlight" sessions, featuring 8+ prominent entrepreneurs. 		
ACCOMPLISHMENTS			
Competitions and Activities	Recognized as a finalist & among the top 5 to showcase my startup at Startup Hours at FMS Delhi, Powered by qQuick.		2019
	Got 3 rd rank in business poster competition held in Bio Innovation Centre Bangalore.		2024
	1st Rank – Business Development Competition, Pragmaan (Annual Management Fest of JAGSoM)		2024
SKILLS		Digital Marketing, Excel, Shopify, Social listening tool, Canva	