

ACADEMIC PROFILE			
PGDM Marketing	7.20 CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.B.A - Marketing	69.70 %	Doon Business School, Dehradun	2021
Class XII (ICSE)	71.00 %	Mercy Memorial School, Kanpur	2018
Class X (ICSE)	82.80 %	Mercy Memorial School, Kanpur	2016
AREAS OF STUDY			
Sales Team Leadership, Territory Management, Sales Performance Metrics, Conflict Resolution, Channel Strategy Development, Channel Partner Management, Sales Forecasting, and Channel Conflict Management, Negotiation.			
WORK EXPERIENCE			4 Months
Finnable Fintech	Sales Associate	Jun 2021 – Sept 2021	
<ul style="list-style-type: none">Managed business partner relationships, generated sales, and consistently achieved targets.Maintained detailed performance and target data, ensuring alignment with company objectives.			
INTERNSHIPS			6 Months
Creative IT Brains, New Delhi	Digital Marketing Trainee	Dec 2020 - Mar 2021	
<ul style="list-style-type: none">Enhanced client website visibility and traffic through SEO techniques and digital marketing strategies.Worked with the marketing team to develop and execute successful digital campaigns, increasing overall online presence.			
VQMS, New Delhi	Management Trainee	Jun 2020 – Jul 2020	
<ul style="list-style-type: none">Gained extensive knowledge of various departments and processes, focusing on market dynamics and customer behavior.Assisted in creating and implementing marketing strategies, collaborating with cross-functional teams to support project execution and improve processes.			
ACADEMIC PROJECTS			
Design Thinking - Enhancing Retail Performance			
<ul style="list-style-type: none">Developed and implemented strategies to increase store footfall by 20% and reduce waiting times by 35% during sale events through comprehensive market research and customer insights.Collaborated with team members to redesign store layout and optimize sales processes, presenting solutions to stakeholders that improved customer satisfaction and operational efficiency.			
Strategic Market Analysis for Samsung and Qualcomm			
<ul style="list-style-type: none">Conducted thorough market research and competitive analysis for Samsung and Qualcomm, including STEEP and Porter's Five Forces frameworks, to assess market conditions and competitive pressures.Created a detailed 9 Box SWOT analysis to identify strengths, weaknesses, opportunities, and threats, and provided strategic recommendations to enhance market positioning and growth potential.			
CERTIFICATIONS			
Branding and Customer Experience	IE Business School (Coursera)	2024	
Channel Management and Retailing	IE Business School (Coursera)	2024	
Excel Skills for Business: Advanced	Macquarie University (Coursera)	2023	
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member – External Relations and Placements Committee		2023 - 2025
	<ul style="list-style-type: none">Industry Engagement: Facilitated relationships with industry professionals and companies to secure placement opportunities and internships for students.Event Coordination: Managed IIP Viva-Voce, recruitment drives, and networking events to connect students with potential employers and enhance placement success.Maintained and optimized the operational processes behind placement activities, ensuring efficient and effective handling of placements and internships.		
	NCC ‘B’ Certificate		2016-2018
<ul style="list-style-type: none">Achieved the rank of ‘Sergeant’ in NCC, leading the battalion of UP55.			
ACCOMPLISHMENTS			
Competitions & Activities	<ul style="list-style-type: none">Recognized as a finalist in the top 10 for innovative and strategic solutions, showcasing exceptional problem-solving skills and creativity.		
SKILLS	Advance Excel, Data Visualisation using Power BI, Canva		