

ACADEMIC PROFILE			
PGDM - Marketing	7.2 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BCOM	66 %	Arcade Business College, Patna	2023
Class XII (CBSE)	70 %	Patna Doon Public School	2020
Class X (CBSE)	65 %	D.A.V Public School, Bikram Ganj	2018
AREAS OF STUDY			
Customer Retention, Trade marketing ,Sales Team Leadership, Sales and distribution management, Marketing Management, Strategic Planning, Channel Management, Sales Forecasting, and Market Analysis.			
WORK EXPERIENCE			6 Months
Vandana Enterprises (Hero moto corp.)		Salesman	Jun 2022 – Dec 2022
<ul style="list-style-type: none"><li>6 months of sales experience at <b>Vandhan Enterprises, a Hero showroom.</b></li><li>Assisted customers with product selection, inquiries, and product details.</li><li>Achieved sales targets through strong customer relationships and service.</li><li>Conducted product demonstrations and test rides.</li><li>Handled follow-ups to ensure customer satisfaction and repeat business.</li></ul>			
ACADEMIC PROJECT(S)			
Design Thinking			OCT 2023 – DEC 2023
<ul style="list-style-type: none"><li>Applied strategy to Narayana clinic created user interface, targeted a 20% increase in customer retention within 6 months.</li><li>Through user-centric ideation and iterative prototyping, created a seamless browsing experience to boost conversions and enhance customer satisfaction &amp; experience.</li></ul>			
Trade Marketing: Colin Glass Cleaner Promotion Analysis			JULY2024 – SEP2024
<ul style="list-style-type: none"><li>Evaluated promotional offer of Colin glass cleaner, focusing on customer clarity and free product value.</li><li>Analyzed brand visibility across ten outlets, comparing placement and competition.</li><li>Assessed financial impact including MRP, margins, and promotion cost-effectiveness.</li></ul>			
Channel Management Capstone Project.			APRIL2024 – JUNE2024
<ul style="list-style-type: none"><li>Conducted interviews with channel partners of Sri ram water supply it to understand their challenges and motivations, improving relationships and empathy.</li><li>Analyzed P&amp;L statements and ROI to identify opportunities for increased profitability and partnership effectiveness.</li></ul>			
Market Research Capstone Project			JAN 2024 – MARCH 2024
<ul style="list-style-type: none"><li>The research question was - How can Uber rebrand itself to become the preferred ride-hailing service for urban riders aged 18-25 in India?</li><li>Conducted a Focus Group and Survey to determine which factors contribute to customer decision(Safety, Transparency &amp; Price).</li><li>Created a questionnaire and Interviewed people.</li><li>Gathered the data and analyzed it for deeper insights.</li><li>Did a SPSS analysis to conclude only two factors contribute directly to Uber's reliability - Safety &amp; Transparency</li></ul>			
Brand Management			JAN 2024 – MARCH 2024
<ul style="list-style-type: none"><li><b>Live Project for Brand Management</b> - Created and executed a strategic branding campaign for Amber, an Indian eldercare service, including logos, brochures, and digital content, resulting in a 30% boost in brand recognition and market presence.</li></ul>			
CERTIFICATIONS			
Market Research and Consumer Behavior	IE Business School (Coursera)		2024
Channel Management and Retailing	IE Business School (Coursera)		2024
Excel Skills for Business	Macquarie University (Coursera)		2023
Organizational Behavior: How to Manage People	IESE Business School (Coursera)		2023
Digital marketing	internshala		2024
POSITIONS OF RESPONSIBILITY			
HEAD – PEP and Sports Committee			Jan 2024 – March 2024
JAGSoM, Bengaluru	<ul style="list-style-type: none"><li><b>Led the PEP and Sports Committee at JAGSoM</b>, organizing the JAGSOM Cricket League (JCL) to enhance student engagement and leadership skills.</li><li><b>Organized a debate competition</b>, fostering students' communication skills and English proficiency.</li><li><b>Managed various events</b>, including a two-day senior IIP presentation and a four-day GDPI event, among other activities.</li></ul>		
ACCOMPLISHMENTS			
Social Immersion Program (SIP) - Bright Future Centre, Hyderabad			26 <sup>TH</sup> JUNE 2024 – 5 <sup>TH</sup> JULY 2024
<ul style="list-style-type: none"><li><b>Training &amp; Development:</b> Trained underprivileged youth in MS Office, AI fundamentals, personality development, and resume building.</li><li><b>Community Engagement:</b> Led outreach activities and supported job placements through mock interviews.</li><li><b>Key Contributions:</b> Customized training content to diverse learner needs, overcoming communication barriers.</li><li><b>Soft Skills Development:</b> Strengthened communication, empathy, and professionalism.</li></ul>			
Competitions & Achievements	<ul style="list-style-type: none"><li><b>Won the JAGSOM Cricket League (JCL)</b> organized by the PEP and Sports Committee.</li><li><b>Won the JAGSOM Premier League (JPL)</b> organized by the Admissions Committee.</li></ul>		
SKILLS	Digital marketing ( WordPress, SEO, ASO, Social media marketing) <b>excel</b> , Power point.		