

ACADEMIC PROFILE			
PGDM Marketing	8.3 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.Com.(Accounting)	83.00%	Buxi Jagabandhu Bidyadhar, Bhubaneswar	2022
Class XII (CBSE)	92.20%	DAV Public School, IB Valley Area	2019
Class X (ICSE)	91.20%	Siksha Niketan, Brajrajnagar	2017
AREAS OF STUDY			
Marketing Management, Consumer Behavior, Digital Marketing, Brand Management and Marketing Communication, Marketing Research, Sales and Distribution Management, Marketing Analytics.			
INTERNSHIP(S)			6 Months
Talent Carve	Lead Intern	June 2024 - September 2024	
<ul style="list-style-type: none"> Onboarded and managed a team of 22 interns, overseeing daily tasks and coordinating project activities to ensure smooth operations. Handled social media and LinkedIn accounts, driving increased engagement through strategic content management. Contributed to the logo design and website development, enhancing the brand's online presence and visual appeal. Designed comprehensive content calendars, generated relevant and creative content ideas, and coordinated with the creative team for execution. Played a pivotal role in the launch of the E-book, "The Gentlemen's Code," & "The Elegant Women's Guide" by ensuring content accuracy, design quality, and thorough review before the launch. 			
WOW! MOMO	Marketing Intern	January 2024 - March 2024	
<ul style="list-style-type: none"> Conducted detailed market research on frozen foods and ready-to-eat products, analyzing competitors and their SKUs to develop brand marketing strategies. Collaborated closely with the Marketing Manager on various brand marketing projects, including data extraction for packaging, nutritional content, and promotional aspects of new products. Oversaw poster sizing for seven new products, ensuring alignment with brand marketing requirements and vendor specifications. Managed comprehensive records for new products, which included packaging covers, ingredients, usage instructions, product descriptions and other brand marketing materials. 			
ACADEMIC PROJECT(S)			
Managing Online Stores- Building an E-Commerce business from scratch			
<ul style="list-style-type: none"> Developed and managed an online store, Maneuver, focused on men's grooming kits. Created a user-friendly website to provide high-quality grooming products that blend functionality, style, and personal care. Implemented effective digital marketing strategies, including Google Ads and keyword research, achieving a CTR of 14% and 40k impressions in one week's time. Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. 			
Design Thinking- Store layout optimization			
<ul style="list-style-type: none"> Developed strategies focused on store layout optimization for D-Mart, product placement, and personalized assistance in D-Mart to boost customer satisfaction by 25% within a 3 to 4-month timeline. 			
Managing Social Media			
<ul style="list-style-type: none"> Created and managed the Instagram page Hunger Hacker, developing a social media strategy and content calendar for static, carousel posts, and videos. Ran Meta Ads, achieving 218,066 impressions for static posts, 33,790 for carousel posts, and 114 for videos. 			
Proficiency in Business Tools			
<ul style="list-style-type: none"> Developed a user-friendly inventory management application for Jana Stores, to track opening purchases and sales of each item. Addressed challenges in real-time sales tracking and inventory management, reducing stockouts and optimizing resource allocation. 			
CERTIFICATIONS			
Digital Business Models	Lund University [Coursera]		2024
Market Research and Consumer Behavior	IE Business School [Coursera]		2024
Branding and Customer Experience	IE Business School [Coursera]		2024
Digital Design & UX Job Simulation	British Petroleum [Forage]		2024
Data Visualization Excel	Macquarie University [Coursera]		2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Committee Coordinator- Academic Committee		2023 - 2024
	<ul style="list-style-type: none"> Organized guest lectures and workshops with leading professionals. Assisted the program office for a smooth workflow. Organized the convocation ceremony for the senior batch. 		
	Marketing Head- Kanyathon Gaming Event 2024		2024
	<ul style="list-style-type: none"> Led my team to attract 150 teams for the BGMI event and successfully raised significant funds. 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Won 2 Gold Medal in District Level Karate Championship at Interschool Competition, Jharsuguda Odisha. Won the Market Arcade Competition, Pragyan'24, JAGSoM. 		
SKILLS	MS-Excel, PowerBI, SPSS, Figma		