

ACADEMIC PROFILE			
PGDM Marketing	5.4 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA Marketing and Finance	71.06%	ITM University, Raipur	2022
Class XII (CBSE)	58.40%	Dronacharya Public School, Raipur	2019
Class X (CGBSE)	43.03%	Sri Balaji Vidyapeeth	2017
AREAS OF STUDY			
Sales Distribution Management, Customer Relationship Management, Consumer Behavior, E-Commerce Category Management, Brand Management and Marketing Communication, Design Thinking, Digital Marketing, Market Research, Managing Online Store			
INTERNSHIP(S)			4 Months
Finstreet, Chandigarh / Remote	Business Development Intern	January 2021-April 2021	
<ul style="list-style-type: none"> Successfully attracted new clients by overseeing the sales process, delivering effective pitches and addressing their needs. Collaborated with senior team members to identify and explore new market opportunities. Contributed to a positive and productive work environment within the organization. 			
LIVE PROJECT(S)			
Request for Problem (JAGSoM X)			
<ul style="list-style-type: none"> Objective: Successfully launch and execute a digital media strategy to increase product awareness and conversion for the Executive PGDM program within a 3-month timeframe. Approach: Conduct market research, design a content and media plan, and currently executing campaigns on Google Ads and Meta Ads. Outcome (Expected): Boost in program visibility and conversions, with insights for ongoing campaign optimization. 			
ACADEMIC PROJECT(S)			
Marketing Analytics: Social Media Analysis of the Foldable Phone Market Using Social Listening Tools			
<ul style="list-style-type: none"> Objective: Analyze the foldable phone market using Brand24 for social media insights. Approach: Conducted social monitoring and listening to assess technological advancements, market impact, and user sentiment. Outcome: Identified key market trends and provided strategic recommendations for Huawei to enhance marketing and social media presence. 			
FABRICO IN-DEPTH ANALYSIS (DESIGN THINKING)			
<ul style="list-style-type: none"> Objective: Resolve poor customer service and recovery issues at Fabrico, including delayed delivery, communication gaps, and lack of coordination. Approach: Proposed a Virtual Assistant, Self-Service Laundry Kiosk, and enhanced Staff Training. 			
Distributor Visit (Srivari Enterprise)			
<ul style="list-style-type: none"> Objective: Evaluated the sales and distribution operations of a distributor serving 300+ retailers. Approach: Analyzed business metrics including inventory, working capital, margins, credit period to retailers, turnover, costs, and challenges. Outcome: Identified inefficiencies in labor management, recommended process improvements, and provided an expansion opportunity through a Mudra loan of INR 5+ lakh. 			
Social Immersion Program – Wayanad Tribal Communities			
<ul style="list-style-type: none"> Objective: Analyzed socio-economic challenges in Wayanad's tribal communities, focusing on education, healthcare, and sustainable farming. Approach: Conducted field research and engaged with community leaders. Evaluated solutions such as infrastructure improvements, mobile healthcare services, and modern farming techniques. Outcome: Proposed a comprehensive solution integrating education, healthcare, and economic sustainability. Recommendations included mobile clinics, telemedicine, and sustainable agricultural practices. 			
CERTIFICATIONS			
Fundamentals of Digital Marketing	Google		2024
Foundations of Business Strategy	University of Virginia [Coursera]		2024
Write Professional Emails in English	Georgia Institute of Technology [Coursera]		2023
Data Visualization in Excel	Macquarie University [Coursera]		2023
Customer Relationship Management	Starweaver [Coursera]		2024
Digital Business Models	Lund University [Coursera]		2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Social Media Head of Industry Connect and Integration Committee		2023-2024
	<ul style="list-style-type: none"> Managed and Grew the Committee's Social Media Accounts. 		
	Event Head – Mergers & Acquisitions, Pragyaan Management Fest		2024
	<ul style="list-style-type: none"> Led the Mergers & Acquisitions event at Pragyaan, the first-ever and most successful management fest organized by a committee at JAGSoM. Managed logistics, event planning, and coordination of industry experts and judges. Ensured smooth execution and participant engagement for a successful event with 15 participants. 		
	Operations Team Volunteer for Kanyathon charity run		2023
<ul style="list-style-type: none"> Achieved sales target, boosted fundraising for women's and girl's education, ensured smooth operations through effective participant communication. 			
Global Doctoral Consortium Volunteer		2023	
<ul style="list-style-type: none"> Volunteered to support workshops and discussions, enhancing the learning experience for participants at the AIM-AMA Sheth Foundation Doctoral Consortium Global Marketing Consortium 2023. 			
SKILLS		Ableton Live D.A.W., Google AdWords, Shopify, WordPress, Canva	