

ACADEMIC PROFILE			
PGDM - Marketing	66.20%	Jagdish Sheth School of Management, Bengaluru	2025
BA Hons (Sociology).	72.79%	Basanti devi College (University of Calcutta), Kolkata	2022
Class XII (ISC)	86%	Delhi Public School Megacity, Kolkata	2019
Class X (ICSE)	82.60%	St. Joseph's Convent School , Chandannagar	2017
AREAS OF STUDY			
<ul style="list-style-type: none"> <li>Social media marketing: strategy development, platform management, performance analytics.</li> <li>Consumer behavior analysis with psychological insights.</li> <li>Digital marketing: SEO, SEM, online advertising, content marketing.</li> <li>CRM: customer relationship management, engagement enhancement.</li> <li>Online store management: e-commerce operations, user experience, customer service.</li> <li>Business strategy formulation and simulations.</li> <li>Marketing analysis: data collection, analysis, strategic application.</li> </ul>			
ACADEMIC PROJECT(S)			
<b>Social Media Analysis of Chocolate Brands Using Social Listening Tools</b>			
<ul style="list-style-type: none"> <li>Analyze the social media performance of various chocolate brands to understand consumer engagement, reach, and visibility.</li> <li>Utilize social listening tools, such as Brand24, for data collection and analysis.</li> <li>Deliver actionable insights to enhance social media strategies and engagement for each brand, aiming to increase visibility and consumer interaction.</li> </ul>			
<b>Creating an Online store and Website for exclusive workwear Jewellery - Tinsel</b>			
<ul style="list-style-type: none"> <li>Created a brand and an online website to sell dainty and affordable workwear jewelry. To source the jewelry, I contacted and negotiated with suppliers from India Mart. To promote the website, I ran Google Ads and Facebook Ads campaigns, which successfully generated leads through targeted online advertising efforts.</li> </ul>			
<b>Design Thinking- Nandini Milks</b>			
<ul style="list-style-type: none"> <li>We increased milk supply by setting up a research center and offering subsidies, which empowered women in the dairy sector. Additionally, we developed an app prototype for Nandini Milk, allowing both customers and farmers to buy and sell products digitally through the platform.</li> </ul>			
<b>Created a Brand - Rahaat</b>			
<ul style="list-style-type: none"> <li>Establish a strong brand presence while ensuring high quality and sustainability for menstrual support products.</li> <li>Focused on branding, marketing strategies, eco-friendly solutions, and efficient supply chain management. Curated customer experience and communicated the brand's value proposition effectively.</li> <li>Achieved strong brand presence, high-quality standards, sustainable innovations, and positive customer engagement.</li> </ul>			
CERTIFICATIONS			
<ul style="list-style-type: none"> <li>Fundamentals of Digital Marketing</li> <li>Interactive Covid-1 Dashboard</li> </ul>		Google Google Data Studio	2022 2022
POSITIONS OF RESPONSIBILITY			
<b>Jagdish Sheth School of Management, Bangalore</b>	<b>Admission Committee (Social Media Team)</b>		2024
Achieved high candidate satisfaction rates and retention of admitted candidates, and increased social media engagement. Promoted committee events and engagement activities while coordinating an efficient admission selection process as a shoulder panel and coordinator. Maintained accurate reporting throughout the process.			
ACCOMPLISHMENTS			
<b>Competitions and Activities</b>	Awarded Certificate of Honour in "All India 6th Korea-India Friendship Essay Competition 2018".		2018
<b>Professional</b>	<ul style="list-style-type: none"> <li>Awarded 1st Division with Junior and Senior Diploma in both Bharatnatyam and Rabindra Nritya by Rabindra Bharati University.</li> </ul>		2014
<b>Volunteering</b>	<ul style="list-style-type: none"> <li>National Environmental Awareness Campaigning by Univart Foundation on "Green India, Clean India, Save India".</li> <li>Fund Raising for Poor Children at Bosconet South Asia, NGO</li> <li>Social Service Program at Blind Person's Association, Kolkata</li> <li>Social Work for the underprivileged children of the society by Smile Foundation India</li> </ul>		2014 2013 2009 2007
SKILLS			
<b>Digital Skills:</b> WordPress, Microsoft Office (Excel, Powerpoint, Word), Data Visualization in Excel/Sheets, SPSS, PowerBI. <b>Communication Skills:</b> Interpersonal Skills, Feedback giving and receiving, Negotiation, Good written and verbal abilities <b>Logical Skills:</b> Logical Reasoning, Strategic thinking, Decision-making			