

ACADEMIC PROFILE			
PGDM-Marketing	75.24%	Jagdesh Sheth School of Management (JAGSoM), Bengaluru	2025
BTech (C.S.E)	60.84%	Lovely Professional University (L.P.U), Phagwara	2018
Class XII (CBSE)	69.60%	Kendriya Vidyalaya No.2 AFS Jodhpur	2014
Class X (CBSE)	81.70%	Kendriya Vidyalaya No.1 AFS Pune	2012
AREAS OF STUDY			
<ul style="list-style-type: none"> Marketing Management, Managing Online Stores (Shopify), Design Thinking, Consumer Behavior, Digital Marketing, Brand Management, Marketing Research, Integrated Marketing Communications, Sales and Distribution Management, Strategic Marketing, Product and Service Innovation, Retail Management, Marketing Analytics, International Marketing, Customer Relationship Management (CRM). 			
WORK EXPERIENCE			18 Months
Nearbuy India Pvt Ltd (nearbuy.com), Mumbai		Role: Marketing Consultant (FnB)	August 2018- March 2019
<ul style="list-style-type: none"> Spearheaded lead generation and client acquisition strategies, expanding nearbuy.com's customer base and boosting market coverage from 0 to 70% within one quarter through strategic partnerships and targeted marketing campaigns Analyzed market trends and consumer behavior to optimize deal structures, improve conversion rates, and drive user engagement, resulting in increased service bookings and revenue growth. Managed key client relationships, including Yellow Tie Hospitality, aligning marketing objectives with business goals and negotiating attractive deals to enhance platform offerings and market position. 			
Prebuuk India Pvt Ltd (Prebuuk.com), Mumbai		Role: City Head: Business Development	March 2019- January 2020
<ul style="list-style-type: none"> Executed strategic business development initiatives in a startup environment, successfully acquiring new clients in beauty, health, and wellness sectors, while driving revenue growth through innovative acquisition strategies. Led and mentored a team of five interns, enhancing performance metrics and ensuring high-quality service delivery, demonstrating strong leadership and talent development skills. Managed key account relationships, including Toni and Guy, aligning services with client needs and maximizing partnership value while adapting quickly to market changes and implementing agile solutions. 			
INTERNSHIPS			3 Months
Masters' Union, Gurugram (WFH)		Role: Placement Admin (Career Services)	March 2023- June 2023
<ul style="list-style-type: none"> Supported Career Services department in optimizing placement processes for product management and UI/UX hybrid programs. Analyzed and refined curriculum focus, ensuring alignment with industry demands and enhancing student employability. Executed program logistics and coordination, facilitating seamless delivery of career-oriented educational initiatives. 			
ACADEMIC PROJECTS			
Managing Online Store (Momentum Pro)			
<ul style="list-style-type: none"> Spearheaded the development and launch of an e-commerce platform for sports apparel, leveraging Shopify to create a user-centric website with optimized navigation flow and mobile responsiveness. Executed multi-channel digital marketing campaigns, including Google Ads, resulting in a 5.8% CTR for Performance Max and 3.62% CTR for Search Ads, demonstrating proficiency in performance marketing and data-driven decision making. Conducted comprehensive market analysis, including competitor benchmarking and product positioning strategies, to identify key differentiators and optimize the value proposition in the highly competitive sportswear market. 			
SIGMOID: Designing And Prototyping Employee Retention Strategy (Design Thinking)			
<ul style="list-style-type: none"> Designed and prototyped employee retention strategies for SIGMOID, boosting sales and client acquisition with a mobile app and a recognition program. (Ranked under top 11 teams out of 52 teams) 			
CERTIFICATIONS			
The Fundamentals of Digital Marketing		Google Garage (Coursera)	2023
Inbound Sales Certified		HubSpot Academy (Coursera)	2023
Data Visualization in Excel		Macquarie University (Coursera)	2024
Market Research and Consumer Behaviour		IE Business School (Coursera)	2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Committee Coordinator at Intellectual Contribution and Knowledge Creation Committee		2023-2024
	<ul style="list-style-type: none"> Orchestrated a comprehensive restructuring of the ICKC committee, implementing a matrix organization with specialized teams, resulting in streamlined operations, enhanced accountability, and a 300% increase in social media reach. Spearheaded multiple high-impact initiatives, including white paper presentations, book co-editing, and cross-institutional events, driving intellectual engagement and fostering a culture of continuous learning among 20+ team members and the broader student body. 		
ACCOMPLISHMENTS			
Competitions	<ul style="list-style-type: none"> Authored and published a high-impact paper on "The Role of the Insolvency and Bankruptcy Code (IBC) 2016 in NPA Management in Indian Banks," securing 3rd position in a competitive writing contest and earning publication in the prestigious annual "Bank Blast" release, demonstrating deep financial sector knowledge and analytical prowess. Led a high-performing team to secure a top 16 position among 120+ teams in Webiz 2024, a prestigious multi-level management fest hosted by Welingkar Institute, demonstrating strategic thinking, competitive analysis, and cross-functional leadership skills while representing JAGSoM at the national level. 		
SKILLS	MS Office (Excel, Word, PowerPoint), Digital Marketing & Marketing Analytics, Account Management, SEO, SEM, AdWords, Campaign Management, Business consulting & Development, Data Analytics, Business Strategy analysis, Marketing Consulting, Market Research & Analysis, Customer Success Management.		