

ACADEMIC PROFILE			
PGDM - Marketing	7.02 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BBA	80.4%	Prestige Institute of Management and Research Indore	2021
Class XII (CBSE)	64%	Delhi Public School, Mandla Road Jabalpur	2019
Class X (CBSE)	68%	Mispa Mission Higher Secondary School Sihora	2017
AREAS OF STUDY			
Sales Distribution Management, Brand Management, Digital Marketing, Design Thinking, Market Research, Marketing Analytics, Managing Online Store, Proficiency in Business Tools			
INTERNSHIP			
Prestige Institute of Management and Research, Indore	Digital Marketing Intern	July 2021-August 2021	
<ul style="list-style-type: none"> Digital Marketing Internship at Momskart Increased Average Website User Engagement time 15%. 			
ACADEMIC PROJECT(S)			
Request for Problem (Project- Zolix)			
<ul style="list-style-type: none"> Conducting research for Zolix, which works in cloud cost optimization, to build a robust and scalable digital marketing pipeline to market their B2B product called C2O. Aiming to enhance the user experience and purchasing journey, with the goal of boosting overall sales and website retention. 			
Managing Online Store Project			
<ul style="list-style-type: none"> Developed a comprehensive e-commerce website for men's jewelry brand on the shopify platform. Managed product listing with detailed descriptions, high-quality images, and optimized keywords for Google Campaigns. Utilized Google Search Console for SEO optimization. Demonstrated skills in e-commerce management, web development, and market analysis. (https://gryphon.com/) 			
Maruti Suzuki In-Depth Analysis (Design Thinking)			
<ul style="list-style-type: none"> Conducted in-depth analysis of Maruti Suzuki, identifying opportunities for improved customer experience. Developed a tailored mobile app and user-friendly system to streamline the Customer experience. Applied design thinking principles, emphasizing empathy and prototyping, aligning solutions with Maruti Suzuki's brand identity. Successfully showcased our ability to innovate and address real-world challenges in the competitive retail landscape. 			
Start Up Idea (Innovation and Incubation)			
<ul style="list-style-type: none"> Developed "SteelDeal," a steel aggregator platform designed to simplify and streamline the process of buying and selling steel for my academic project. Build a website for this startup Idea. 			
CERTIFICATIONS			
<ul style="list-style-type: none"> Six Sigma MS Excel 	Prestige Institute of Management and Research Indore Prestige Institute of Management and Research Indore		
POSITIONS OF RESPONSIBILITY			
Delhi Public School, Jabalpur	Vice Discipline Captain <ul style="list-style-type: none"> Ensured that students follow rules and regulations. Encouraged and fostered a positive school environment. Discipline Captain <ul style="list-style-type: none"> Helped teachers and administration in monitoring student behavior. Handling cases of student misconduct and implementing appropriate disciplinary actions. 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Represented the school at the district-level Kho-Kho competition. Won the bronze medal in the 1000-meter race. Participated at annual event dance Competition. Social Immersion Program <ul style="list-style-type: none"> Volunteered with an NGO dedicated to educating senior citizens about digital technology and various laws which were beneficial for them. 		
SKILLS	MS-Excel, PowerBI, SPSS, Basic HTML, Communication Skills, Social Media Strategy, Time Managemet		