

ACADEMIC PROFILE			
PGDM Marketing	7.75 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
Bachelor's in Retail Management	78.00 %	St. Xavier's College, Ranchi, Jharkhand	2021
Class XII (CBSE)	79.00 %	M. K D.A.V Public School, Daltonganj, Palamau, Jharkhand	2018
Class X (CBSE)	83.91 %	M. K D.A.V Public School, Daltonganj, Palamau, Jharkhand	2016
AREAS OF STUDY			
<ul style="list-style-type: none"> Brand Management and Marketing Communication, Design Thinking, Proficiency in Business Tools, Consumer Behaviour, B2B Marketing, Sales Distribution Management, Market Research, Digital Marketing, Customer Retention & Growth 			
INTERNSHIP(S)			
PANTALOONS, RANCHI	Marketing Intern		1 Months
<ul style="list-style-type: none"> Supported promotional campaigns and achieved sales targets while handling backend tasks. Analyzed market trends, assisted in visual merchandising, and engaged with customers to enhance brand visibility and drive sales 			
BIG BAZAAR, RANCHI	Retail Operation		1 Months
<ul style="list-style-type: none"> Gained hands-on experience in customer handling, stocking shelves, and visual merchandising. These roles involved assisting customers, maintaining product organization, and creating appealing displays to enhance the shopping experience. 			
ACADEMIC PROJECT(S)			
STRATEGY BEHIND PROMOTIONAL TOOLS AND HOW IT EFFECTS CUSTOMERS BEHAVIOUR WITH REFERNCE TO PANTALOONS			
<ul style="list-style-type: none"> The strategic impact of promotional tools on customer behavior at Pantaloons Ltd., analyzing how these strategies drive sales and customer loyalty. This insight helps optimize marketing efforts for better customer engagement and revenue growth 			
CROMA STORE (DESIGN THINKING)			
<ul style="list-style-type: none"> Implemented knowledge from a Design Thinking course to develop a kiosk model at Croma Store, enabling customers and employees to easily access information on product availability, prices, and features. This strategic measure enhanced customer experience and streamlined the shopping process. 			
CONSUMER PROMOTION			
<ul style="list-style-type: none"> Analysed promotional offer for Pril and Henko, assessing customer perception and company benefits. Conducted a competitive analysis across 10 retail outlets, evaluating product visibility and positioning. Reviewed pricing, retailer margins, and promotional costs to recommend improvements. 			
CERTIFICATIONS			
Digital Marketing		Swayam	2024
Power BI		Tata Group	2024
Excel		Coursera	2023
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Member- Public Relation &Media Committee		2023-24
	<ul style="list-style-type: none"> Organized two major events, playing a key role in planning, coordination, and execution. Led the Ground Operations team, ensuring all logistical aspects ran smoothly and efficiently 		
	Global Doctoral Consortium Volunteer		2023
<ul style="list-style-type: none"> Played a pivotal role as a core volunteer in a global doctoral consortium, ensuring smooth event coordination. 			
M. K D.A.V Public School	Sports Secretary		2017-2018
	<ul style="list-style-type: none"> Organized the first-ever inter-house tournaments for girls and conducted various in-house competitions, including singing, dancing and yoga. Played a pivotal role in enhancing student engagement through diverse activities 		
	MHRT Volunteer		2016
<ul style="list-style-type: none"> Successfully managed a student-driven games and sports event as a core volunteer, ensuring its smooth execution. Actively contributed to organizing and overseeing various activities to guarantee the event's success 			
	Youth Festival		2015
<ul style="list-style-type: none"> Actively participated and volunteered for the YOUTH Festival event, contributing to its success in multiple roles. Engaged both as a participant and a volunteer to support the festival's overall success 			
ACCOMPLISHMENTS			
Competitions and Accomplishments	<ul style="list-style-type: none"> Secured the prestigious DHL GBSN Fellowship and collaborated with a South African SME. Achieved 2nd position in the MHRT Cricket tournament. 		
Professional	<ul style="list-style-type: none"> Practiced cricket for over 4 years Played more than 70 matches District level Volleyball Player 		
SKILLS	<ul style="list-style-type: none"> Excel,PowerBI, Teamwork, Communication, Creativity 		