

ACADEMIC PROFILE			
PGDM – Marketing and Analytics	7.90 CGPA	Jagdish Sheth School of Management, Bangalore	2023 - 2025
B.E – Computer Science	6.94 CGPA	A.P.S College of Engineering, Bangalore	2017 - 2021
Class XII - Science	80 %	Vijaya Composite Pre-University College, Bangalore	2015 - 2017
Class X	89 %	St. Xavier's High School, Mumbai	2015
AREAS OF STUDY			
Marketing Management, Advance Excel, Consumer Behavior, Digital Marketing, Managing Ecommerce Store, Brand Management, Marketing Research, Business Communication, Marketing Analytics, Social Media Marketing, Business Strategy, E Commerce Category Management, Product Management, UX management			
INTERNSHIP(S)			6 months
Cloud Counselage Pvt Ltd, Mumbai (Remote)		Product Management Intern	July 2024- Sept 2024
<ul style="list-style-type: none"> Conducting product-market fit analysis, user research, and developing a strategic roadmap to scale the Industry Academia Community app, driving growth and feature planning for millions of users. 			
Digital Deepak, Bangalore (Remote)		Digital Marketing Intern	Jan 2021- April 2021
<ul style="list-style-type: none"> Developed and launched a WordPress website, boosting brand visibility. Optimized Google and Facebook Ads, achieving a 20-30% increase in impressions and clicks, recognized as a top intern. 			
ACADEMIC PROJECT(S)			
Managing a Digital Store (TOYFEE)			
<ul style="list-style-type: none"> Launched TOYFEE, a Shopify store, implementing engaging features and optimizing Google Ads for increased brand awareness and improved customer acquisition cost. 			
Research for Problem (Eventell Global Pvt Ltd)			
<ul style="list-style-type: none"> Led research and analysis for the cashew promotion project, conducting primary and secondary research to understand consumer behavior, compare marketing strategies with other premium nuts, and develop actionable promotional strategies to enhance cashew consumption. 			
Brain Computer Interface			
<ul style="list-style-type: none"> Led cross-functional team to complete BCI project ahead of schedule, optimizing costs through efficient hardware procurement. 			
Doctor Appointment Management System			
<ul style="list-style-type: none"> Engineered a doctor-patient appointment system with HTML, CSS, PHP, and MySQL, increasing patient access by 40% and reducing administrative workload by 25%. 			
CERTIFICATIONS			
Completed Marketing Analytics course		IIT Kharagpur NPTEL	2024
Completed AI in Marketing course		IIT Roorkee NPTEL	2024
Fundamentals of Digital Marketing Certification		Google	2024
Secured Marketing Essentials course		IIM Bangalore SWAYAM	2023
Enhanced my data analysis capabilities through Data Visualization in Excel		Macquarie University [Coursera]	2023
POSITIONS OF RESPONSIBILITY			
Jagdish Sheth School of Management, Bangalore	MarTech Committee Lead		2023-2025
	<ul style="list-style-type: none"> Organized industry webinars and guest lectures to enhance student knowledge and industry exposure. Built a strong online presence for the program, resulting in a 250% LinkedIn growth and increased student placement. 		
	Doctoral Consortium Volunteer		2024
	<ul style="list-style-type: none"> Led engagement initiatives and coordinated logistics for a global doctoral consortium, enhancing classroom experience and faculty involvement. 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Advanced to Round 2 of DRONA - Leadership & Mentorship Event at IIM Indore's IRIS Fest 		2022
Professional	<ul style="list-style-type: none"> Achieved Top 100 Intern ranking (out of 800) in Digital Deepak's Digital Marketing Internship Program. 		2021
SKILLS	<ul style="list-style-type: none"> Google Analytics, Google and Facebook Ads, Website development and Management, Market Research, Consumer Behavior, SEO, Social Media Marketing, Advance Excel, MS office, User Interface Design, Data Analytics, Product Management. 		