

ACADEMIC PROFILE			
PGDM Marketing	7.1CGPA	Jagdish Sheth School of Management (JAGSoM), Bengaluru	2025
B.A (Hons.) Economics	61.75%	Lalit Narayan Mithila University, Darbhanga	2023
Class XII(BSEB)	74.4 %	Shri Radha Krishna Goenka College, Sitamarhi	2020
Class X(CBSE)	74.2 %	D.A.V Public School, Pupri	2018
AREAS OF STUDY			
Marketing Management, Sales and Distribution Management, Managing Sales Channel, Sales and Service Analytics, Service Marketing Brand Management and Marketing Communication, Trade Marketing, Business Strategy and Stimulation, Customer Acquisition.			
ACADEMIC PROJECT(S)			
Conducted field analysis of sales processes for TTK Healthcare, providing actionable insights to optimize sales strategies.			
<ul style="list-style-type: none"><li>Conducted a comprehensive 4-day field analysis of TTK Healthcare's sales operations.</li><li>Observed and documented real-time sales processes to identify productivity enhancements.</li><li>Provided actionable feedback and strategic recommendations to optimize sales efficiency.</li><li>Delivered insights to drive sales performance and enhance territory management.</li></ul>			
SPOTTED: Your Influencer Marketing Solution in Brand Management and MarCom.			
<ul style="list-style-type: none"><li>Efficient influencer discovery and connection.</li><li>Facilitated collaborations for brand exposure.</li><li>User-friendly platform for seamless experience.</li><li>Global network for reaching diverse audiences.</li></ul>			
Formulated a rebranding strategy for Uber, targeting urban riders aged 18-25 in India using market segmentation analysis.			
<ul style="list-style-type: none"><li>Conducted a marketing research project on rebranding Uber for urban riders aged 18-25 in India.</li><li>Designed and administered a comprehensive questionnaire to gather consumer insights and data.</li><li>Analyzed collected data to inform strategic rebranding decisions and developed a detailed report.</li><li>Created a compelling tagline and mascot to enhance brand appeal and market positioning.</li></ul>			
Design Thinking			
<ul style="list-style-type: none"><li>Developed a strategic plan to achieve a 4% sales increase over the next four months</li><li>Analyzed customer insights and monitored purchasing behavior to enhance strategic decision-making and optimize sales performance.</li><li>Collaborated with team members to design a prototype solution aimed at minimizing wait times and optimizing store layout for enhanced customer experience.</li><li>Presented insights and strategic recommendations to stakeholders, highlighting the potential for increased store footfall and enhanced customer satisfaction.</li></ul>			
CERTIFICATIONS			
Sales and Distribution Management	IE Business School (Coursera)		2024
Channel Management and Retailing	IE Business School (Coursera)		2024
Excel Skills for Business: Advanced	Macquarie University (Coursera)		2023
Customer Relationship Management	Starweaver (Coursera)		2024
Fundamentals of Marketing Management	University of London (Coursera)		2024
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	Media Head and Event Organizer of PR Media. 2023 - 2025		
	<ul style="list-style-type: none"><li>Media Head: Led the development and execution of social media strategies, managing content creation and boosting online engagement for the college.</li><li>Event Organizer: Planned and executed college events, collaborating with departments and vendors to deliver impactful and seamless experiences.</li></ul>		
	Gym Associate of Kanyathon 2024		
LNMU, Darbhanga	<ul style="list-style-type: none"><li>Secured an ₹80,000 sponsorship from Beast Fitness as a Gym Associate for Kanyathon, an event organized by our college.</li></ul>		
	Worked as an NGO Representative at Abhyudaya. 2024		
	<ul style="list-style-type: none"><li>Taught underprivileged children through engaging activities and interactive games, enhancing their learning experience.</li><li>Contributed to the design and implementation of educational programs tailored to diverse learning needs.</li><li>Gained significant insights and perspective from my first experience in a teaching role, deepening my understanding of educational challenges.</li></ul>		
LNMU, Darbhanga	Worked with SachidaNitya Foundation as event organizer. 2022		
	<ul style="list-style-type: none"><li>Orchestrated community events to distribute educational supplies and food items, ensuring efficient operation and resource management.</li><li>Facilitated educational outreach by collaborating with primary schools to conduct teaching sessions in various villages.</li><li>Managed the procurement and distribution of notebooks, pencils, and food, optimizing inventory to meet community needs.</li><li>Developed and maintained relationships with local schools and community leaders to enhance program impact and ensure successful event execution.</li></ul>		
ACCOMPLISHMENTS			
Competitions & Activities	<ul style="list-style-type: none"><li>Represented State of Bihar at National Level in Kabaddi.</li><li>Mr. Darbhanga 2022 (Bodybuilding)</li></ul>		
SKILLS	Microsoft Excel, Canva, Lean six sigma, Microsoft PowerPoint, Creativity, Interpersonal communication, Leadership, Teamwork Orientation, Customer-Centric thinking.		