

ACADEMIC PROFILE			
PGDM Marketing	7.10 CGPA	Jagdish Sheth School of Management, Bengaluru Karnataka	2025
B.Sc.-Microbiology	74.1%	Ram Lal Anand College, D.U, Delhi	2022
Class XII (CBSE)	94.0%	Sri Chaitanya High School, Hyderabad, Telangana	2016
Class X (CBSE)	75.2%	ST. Xavier's High School Bilaspur Chhattisgarh	2014
AREAS OF STUDY			
<ul style="list-style-type: none"> Marketing Management, Managing online store (Shopify), Brand Management, Digital Marketing and E-commerce Category Management, B2B Marketing, Sales and Distribution Management 			
Internships(Corizo)			Jul 2024-Aug 2024
<p>Background: Interning with Corizo, a company focused on empowering future leaders through training and internship opportunities.</p> <p>Situation: Tasked with promoting the brand across social media channels, with a particular emphasis on WhatsApp.</p> <p>Task: As a Marketing Intern (Brand Ambassador), my responsibility was to increase brand visibility and drive leads and conversions through effective social media marketing.</p> <p>Action: Leveraged my personal network to promote Corizo and utilized WhatsApp extensively for outreach. Engaged with potential leads and followed up to convert them into clients.</p> <p>Result: Successfully generated 74 new leads and secured 15 conversions, (20% conversion rate) enhancing the company's visibility and growth.</p>			
ACADEMIC PROJECT(S)			
Digital Marketing (Website Development and SEO Optimization for College Book Release)			
<ul style="list-style-type: none"> Situation: Assigned a Digital Marketing project to create a website for a book released by our college. Task: Develop the website using HTML and improve its search ranking through SEO. Action: Coded the website in HTML, optimized meta tags, used relevant keywords, and ensured a responsive design. Result: Successfully launched the website, significantly improving its organic search visibility and attracting a larger audience to the book release. 			
Design Thinking (Collaborated with Louis Philippe (ABFRL))			
<ul style="list-style-type: none"> Situation: Identified a decline in sales despite stable footfall. Task: Enhance in-store customer experience to improve conversion rates. Action: Conducted consultations and research, proposed an interactive catalogue system and QR codes for detailed product information. Result: Improved customer engagement and potential increase in sales through optimized customer journey. 			
Managing Online Store			
<ul style="list-style-type: none"> Situation: Tasked with creating an e-commerce website using Shopify for the subject "Managing Online Store." Task: Chose resin furniture (epoxy furniture) as the product category. Action: Developed a functional Shopify website, designed layouts, listed products, and ran Google Ad campaigns (search and performance max). Result: Successfully reached 13,000 people in the target area through the ad campaigns. 			
Sales and Distribution Management			
<ul style="list-style-type: none"> Context: Conducted an academic project in Sales and Distribution Management to evaluate the health of a distributor. Action: Visited the distributor to assess their credit periods, brands they manage, inventory quantities, and financial metrics such as ROI and GMROI. Result: Gained comprehensive insights into the distributor's operations, including their inventory management and financial performance, and applied these learnings to understand the broader implications for sales and distribution strategies. 			
CERTIFICATIONS			
<ul style="list-style-type: none"> Branding and Customer Experience Design Thinking for Innovation Data Visualization in Excel 	<ul style="list-style-type: none"> IE Business School (Coursera) University of Virginia (Coursera) MACQUARIE University (Coursera) 	<ul style="list-style-type: none"> 2024 2023 2023 	
POSITIONS OF RESPONSIBILITY			
JAGSoM, Bengaluru	<ul style="list-style-type: none"> External Relation and Placement Committee Member 2024 -As a placement committee member, I contributed to resume screening, corporate liaison building, and database management. 		
	<ul style="list-style-type: none"> Course Coordinator (Coco) for Research Incubation 2024 -As a Course Coordinator (CoCo) for Research Incubation, I facilitated the seamless execution of classroom activities, including securing venue arrangements, managing attendance, conveying faculty communications, and coordinating presentations for optimal project delivery. 		
ACCOMPLISHMENTS			
Competitions and Activities	<ul style="list-style-type: none"> Secured 3rd position in a digital marketing quiz conducted by Unstop, competing against numerous Participants. 		2024
Professional	<ul style="list-style-type: none"> Published Research Paper: Journal of Public Health 2023 Cross-sectional study: knowledge assessment of youth regarding the global public health threat of antibiotic Resistance. 		
	<ul style="list-style-type: none"> Published Review Article: Immuno 2021 Immunological Mechanism of Vaccine- Induced Protection against SARS-CoV-2 in Human" 		
Skills	<ul style="list-style-type: none"> MS Office (Excel, Word, Power Point), Canva, SEO, SEM, Shopify, Google Ads Campaign Management, Communication, Analytical thinking, Customer Centric 		

