

ACADEMIC PROFILE

M.B.A.	8.05 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
BCom honors	80.45 %	Vikram university Ujjain, Madhya Pradesh	2023
Class XII(CBSE)	79.9 %	Gyan Sagar girl's Academy, Ujjain	2020
Class X(CBSE)	70.5 %	Gyan Sagar girl's Academy, Ujjain	2018

AREAS OF STUDY

- PGDM in Marketing with Minor in human resource – Equipping for Sales & Service, customer relationship management, customer retention, customer acquisition and reacquisition.

WORK EXPERIENCE

12 Months

Arya Rakshit Shiksha Sanskar academy, Ujjain

Oct 2021 - Oct 2022

Assistant Head Admin

- Teaching & Classroom Management:** Delivered lessons related to business, economics, and also to primary sections.
- Administrative & Admission Responsibilities:** Assist in overseeing the admissions process, including reviewing applications, conducting interviews, and providing guidance to prospective students and their families. Successfully brought in 100 new admissions to the school.
- Collaboration & Communication:** Work closely with faculty and administration to coordinate curriculum and school events, and communicate with parents and guardians about student progress and school policies.

ACADEMIC PROJECT(S)

Understanding customer promotion

- Examining the promotional techniques employed by Aachi company for its achar unibic company for its waffers to gain insights into customer needs and develop effective product promotion strategies.
- Action - observed unibic company and aachi company offers and discounts to attract new customer
- Result – Understanding how companies strive to showcase their products in a competitive environment to retain existing customers and attract new ones

Digitalizing Pidilite Company's Supply Chain

- Improve efficiency, visibility, and agility throughout Pidilite's supply chain
- Action - Analysed the current supply chain processes and proposed a digital transformation strategy to enhance overall performance and responsiveness
- Result – Retailers can easily keep stock of pidilight products, and ease the process of supply chain of the company.

CERTIFICATIONS

Market Research and Consumer Behavior	IE Business School (Coursera)	2023
Advanced Digital Transformation	IIM Ahmedabad (Coursera)	2023
Channel Management and Retailing	IE Business School (Coursera)	2023
Foundation of Business Strategy	University of Virginia (Coursera)	2023

POSITIONS OF RESPONSIBILITY

Vijay Bhoomi University Karjat	Head –Social Media Management	2023 - 2024
	<ul style="list-style-type: none"> Event & Guest Lecture Promotions: Post and promote events, guest lectures, and university activities on social media platforms. Brand Building & College Promotion: Highlight the university's unique features, programs, and success stories to enhance its brand image. Engagement & Lead Generation: Interact with followers, respond to inquiries, and create targeted content to attract and generate leads from prospective students. 	

ACCOMPLISHMENTS

Competitions	<ul style="list-style-type: none"> Presented Research Paper at Markcon 2024: Presented a research paper titled "A Study on Emerging Trends in Green Marketing Practices" at the 15th International Conference at Indus Business Academy, Bangalore Volunteered for Kanyathon in hospitality, Generated 18 leads Admissions Department, successfully generating over 100 admissions
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SKILLS

Microsoft Office, Data Entry, Time Management, social media management, creative content creator, strategic thinking, leadership , team management

