



Point of Contact- Markaizen Certified Brand Manager by Phoenix Markacademy Executive Member – Arts and Culture Society				
EDUCATION				
Year	Degree	Institute / School		Percentage
2024	MBA	Indian Institute of Management Sirmaur		60.66
2020	B. Com (Hons.)	Satyawati College, University of Delhi		60.98
2017	CISCE XII Board	St. Xavier's School, Bokaro		74.00
2015	CISCE X Board	St. Xavier's School, Bokaro		77.67
SUMMER INTERNSHIP				
Kisna Diamond Jewellery		Sales & Marketing		Apr '23 – Jun'23
Sales & Marketing- Kisna Diamond Jewellery	<ul style="list-style-type: none">Planned and executed sales promotions and marketing campaigns for an authorized distributor of Kisna Diamond Jewellery in Bokaro Steel City (Jharkhand), driving increased brand awareness and sales growthProvided in-depth product knowledge and personalized customer assistance, enhancing customer loyalty and satisfaction and, developed strong relationships with key accounts, securing repeat business and referralsCrafted and executed a data-driven social media strategy for the distributor's Facebook presence, focusing on audience engagement and growth while captivating tailored content to target demographics			
INTERNSHIPS				
The Handiman Craft		Digital Marketing Intern		Nov'22
Research and data entry of SKUs	<ul style="list-style-type: none">Conducted comprehensive research on existing product SKUs for e-commerce platforms like Amazon and Flipkart, including competitor analysis and market trends and ensured accurate and efficient data entry, maintaining product listings and inventory for optimal online visibility and increased sales performance			
CORPORATE PROJECTS				
Social Parindee		Social Media Marketing Intern		Jul '22-Aug '22
Social Media Marketing	<ul style="list-style-type: none">Led the planning and execution of multifaceted social media campaigns across Facebook and Instagram, fueling brand awareness and engagement for the promotion of the food chain restaurant (Mom's Kitchen) to enhance its visibility and reachCrafted captivating audio-visual content for the new Rohtak franchise which was opened in Delhi-Haryana, including launch videos and engaging graphics meticulously keeping social media pages active and fresh			
ACADEMIC PROJECTS				
Indian Institute of Management Sirmaur				2022-'23
Sustainable Marketing Strategies in the Fashion Industry	<ul style="list-style-type: none">Conducted a comprehensive literature review on sustainability challenges in the fashion industry by analysing various articles and journals from reputable sources, also, the research data analysis identified critical environmental and social issues facing the fashion industry, including pollution, waste, and labor conditionsExplored and utilized statistical data analysis on emerging trends such as fast fashion, textile waste, supply chain transparency, and ethical sourcing to gain a holistic understanding of the sustainability landscape in the fashion sector			
Marketing Management-Titan - Identifying STP	<ul style="list-style-type: none">Spearheaded comprehensive research to analyze TITAN's customer value proposition, uncovering key drivers of satisfaction and loyalty across diverse customer segments and developed actionable strategies for segment enhancement, such as personalized marketing initiatives and product diversification, to optimize market reachFormulated strategic recommendations for brand differentiation, market penetration, and revenue growth, integrating data-driven insights and consumer trends also, effectively communicated findings through a well-structured presentation and a comprehensive report, providing actionable guidance for TITAN to explore sustainable competitive advantages			
Marketing Management-Research	<ul style="list-style-type: none">Developed a data-driven market entry strategy for Brain& Co.'s potential foray into the baby products segment, analyzed and compared secondary data sources and identified and assessed crucial market factors impacting success, including market size, demographics, population distribution, consumer income etc.			
PROFESSIONAL SKILLS				
Content Marketing	SEO	SEM	Content Writing	Market Research
PROFESSIONAL CERTIFICATIONS				
Digital Marketing by Google Digital Garage online course, gaining expertise in SEO, social media and digital marketing				Jul'22
Certified as a Brand Manager from Phoenix Markacademy Marketing and Sales Leadership Experience Program				Sep'22
Marketing Analytics Course by META on Coursera, acquiring proficiency in data-driven marketing strategies				Dec'22
Financial Analyst comprehensive course from Coursera gaining expertise in financial modelling and analysis, equity valuation				Jul'22
POSITIONS OF RESPONSIBILITIES				
Markaizen IIM Sirmaur (2022-23)	<ul style="list-style-type: none">Elected as The P.O.C. of Markaizen, managing and coordinating a marketing enthusiast team of ten peoplePlanned and implemented a wide range of events and competitions, overseeing both intra-college activities by effectively coordinating various internal events with substantial student participation and inter-college initiatives by spearheading Markaizen to draw participants from numerous institutions nationwideCreated and supervised compelling content for social media platforms, steering impactful promotional campaigns to enhance Markaizen's outreach and encourage active involvement within the community			
Pinnacle 1.0 IIM Sirmaur (2023)	<ul style="list-style-type: none">Coordinated with 15+ industry experts and managed Curation, Marketing and Hospitality for the first instalment of the Annual Business Conclave Event "Pinnacle 1.0" hosted by the Indian Institute of Management Sirmaur			
A & C Society (2018-19)	<ul style="list-style-type: none">As an executive member, successfully organized a series of events and fests as a part of the society for one year, attracting participation for dance and singing competitions from over twenty colleges from Delhi University			
EXTRACURRICULAR ACTIVITIES				
<ul style="list-style-type: none">Volunteered at Indian Pharma Expo in Delhi, organized by C.P.H.I. & P.M.E.C., and got an opportunity to interview and engage with various C.E.O.s, Directors, Managers, and different working professionals with the pharmaceutical sector				2019
OTHER INTERESTS				
Fiction Novels	Doodling	Cooking	Music	Food Cuisines