



ACADEMIC PROFILE			
PGDM – Marketing	6.98 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.C.A	88.30 %	Techno India-Kolkata, MAKAUT University	2022
Class XII (WBCHSE)	64 %	Nava Nalanda High School, Kolkata	2019
Class X (WBBSE)	70.57 %	Nava Nalanda High School, Kolkata	2016
AREAS OF STUDY			
Customer Retention and Growth, Consumer Behavior, B2B marketing, Strategic Selling, Customer Acquisition, Market Research, Negotiation in complex Buying environment, Digital Marketing, Brand Management and Marketing Communication, Sales and Distribution Management.			
WORK EXPERIENCE			7 Months
<b>Kochartech</b>	<b>Customer Support Executive</b>		<b>March 2021 – August 2021</b>
<ul style="list-style-type: none"> <li><b>Issue Resolution:</b> Effectively resolved complaints from Swiggy Delivery partners related to live Genie orders, ensuring smooth operations.</li> <li><b>On-Time Delivery Management:</b> Ensured timely delivery despite challenges like vehicle breakdowns, low fuel, payment issues, and incorrect pickup/drop locations.</li> <li><b>Customer Communication:</b> Persuaded customers to cancel orders of prohibited items, educating them on Genie policies.</li> <li><b>Problem Solving:</b> Navigated complex issues, including first and last mile order rejections, to maintain customer satisfaction score of 91% and order fulfillment.</li> </ul> <p><b>Achievement –</b> Consistently recognized as one of the "Top 3 Employees" for two consecutive months.</p>			
<b>Startek</b>	<b>Customer Support Executive</b>		<b>Sep 2021 - Nov 2021</b>
<ul style="list-style-type: none"> <li><b>Complaint Resolution:</b> Resolved customer issues with customer satisfaction of 70 % during Flipkart's "Big Billion Day" Sale for smooth order processing.</li> <li><b>Query Management:</b> Managed pre- and post-sale queries, ensuring high customer satisfaction.</li> </ul>			
ACADEMIC PROJECT(S)			
<b>Brand Creation and Campaigns (Flavored Milk Cubes)</b>			
<ul style="list-style-type: none"> <li><b>Innovated a unique product concept:</b> Designed "Flavoured Milk Cubes" targeting key demographics and solving pain points in traditional milk consumption.</li> <li><b>Strategized marketing campaigns:</b> Created branding elements (Joyful Infusion, tagline, packaging), and executed social media campaigns on Instagram and YouTube.</li> <li><b>Conducted consumer and market analysis:</b> Evaluated business potential, tested sensory marketing strategies along with compliance plans.</li> </ul>			
<b>Customer-Centric Design Thinking: Revolutionizing the Shopping Experience (Lifestyle Stores)</b>			
<ul style="list-style-type: none"> <li><b>Optimized Checkout Experience:</b> Deployed strategy to add self-checkout kiosks on every floor, reducing average checkout waiting time and increasing transaction efficiency.</li> <li><b>Enhanced Payment Flexibility:</b> Enabled acceptance of all payment modes and removed the 5-item limit, improving customer satisfaction and boosting kiosk utilization.</li> <li><b>Accomplishments:</b> Reduced waiting time in Manual Kisok and empower customers.</li> </ul>			
<b>Strategic Brand Repositioning and Website Development for Ritebite (Naturell India)</b>			
<ul style="list-style-type: none"> <li>Conducted comprehensive store surveys across multiple locations to identify factors impacting sales performance of Ritebite in comparison to Max Protein.</li> <li>Performed competitive analysis by benchmarking Naturell's products against key market players, identifying gaps, and recommending strategies for improvement.</li> <li>Developed a repositioning strategy resulting in a targeted approach to boost market visibility and sales.</li> <li><b>Accomplishments:</b> Created a brand-new e-commerce website to relaunch nutrition bar targeting kids.</li> </ul>			
<b>Digital Transformation in Agriculture: Developing a Real-Time Crop Management App (Advanta)</b>			
<ul style="list-style-type: none"> <li><b>Problem:</b> Identified absence of real-time updates, reliance on error-prone paper-based processes, and information which hindered accurate tracking and decision-making.</li> <li><b>Solution:</b> Developed a Crop Management App with MS-Excel integration using Openas-App to streamline data entry, enable real-time inventory updates, centralize seller information, and enhance reporting.</li> </ul>			
CERTIFICATIONS			
Branding and Customer Experience	IE Business School		2024
Google Analytics for Beginners	Google Digital Academy		2024
Email Marketing	Hubspot		2024
Foundations of Business Strategy	University of Virginia		2024
Content Marketing	Hubspot		2024
Google Ads Search	Skillshop		2024
POSITIONS OF RESPONSIBILITY			
<b>JAGSoM, Bengaluru</b>	<b>Member – Admission Committee</b>		<b>2023 - 2025</b>
<ul style="list-style-type: none"> <li><b>Outreach &amp; Engagement:</b> Achieved 95% target attendance at JAM events in Kolkata, Mumbai, and Bangalore through cold calling and alumni engagement.</li> <li><b>Interview Coordination:</b> Managed student panel coordination of the "Admission Selection Process" of over 250 MBA aspirants.</li> <li><b>Industry Relations:</b> Invited more than 25 industry experts as panelists, enhancing ties with leaders.</li> </ul>			
<b>JAGSoM, Bengaluru</b>	<b>Chief Public Relation Officer (CPRO)- Kanyathon 2024</b>		<b>Dec 2023- March 2024</b>
<ul style="list-style-type: none"> <li><b>Strategic PR &amp; Lead Generation:</b> Created PR strategies along with online and offline campaigns, boosting ticket sales.</li> <li><b>Event Day Management:</b> Led PR efforts, overseeing media, photography, and press interactions for event coverage.</li> <li><b>Team Leaderships:</b> Managed the PR team of 33 members, by assigning roles and coordinating tasks on day-to-day basis.</li> <li><b>Post-event content creation:</b> Curated and edited over 150 photos and videos for future promotions and social media engagement up by 45% across Instagram, Facebook and Youtube..</li> </ul>			
<b>IHRCI, Kolkata</b>	<b>Member - International Human Rights Council of India (IHRCI)</b>		
<ul style="list-style-type: none"> <li><b>Organised Social Campaigns:</b> Co-ordinated 2 blood donation drives, achieving more than 300 donor participation.</li> <li><b>Disaster Relief:</b> Delivered and managed aid worth Rs30,000 to flood victims during the "Amphan" Cyclone.</li> <li><b>Literacy Campaign:</b> Promoted and conducted 7 education programs for EWS communities.</li> </ul>			
<b>Extra-curriculum Activities</b>	<b>Photography:</b> Collaborated with eminent Bollywood celebrities, including Underground Authority, Akhil Sachdeva, and Nikhita Gandhi to capture key moments in live performances.		
SKILLS			
<p><b>Technical Skills:</b> Canva,Power-BI,Microsoft Office Suite (Word, Excel, PowerPoint), Adobe Photoshop,WordPress,Shopify,Semrush,SEO,SEM,Meta Ads,Google Ads.</p> <p><b>Soft Skills:</b> Leadership, Analytical Thinking, Creativity, Problem-Solving, Teamwork, Adaptability.</p>			