ACADEMIC PROFILE			
PGDM – Marketing	7.35 CGPA	Jagdish Sheth School of Management, Bengaluru	2025
B.C.A	9.58 CGPA	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, Social Media Marketing, Consumer Behavior, B2B marketing, Strategic Selling, Customer Acquisition, Market Research, Negotiation in Complex Buying environment, Service Operation Management, Brand Management and Marketing Communication, Digital Marketing, Generative AI in Business.

#### **INTERNSHIP**

#### Feb 2025- April 2025 Anakin (YC S21) Sales Development Representative

- Market Research: Identified 15 right target accounts in ride hailing, food delivery, quick and e-commerce sectors along with creation of detailed research report for individual accounts to target their pain points and presentation for RFQ with management.
- Email Campaign: Ran A/B testing with 4 sector wise email campaigns of total 8 types of emails with persona-wise and value-driven content for ICP's along with an email open rate of 45% and CTA is 16%.
- Cold Calling: Engaged prospects via tools like Aircall and Apollo pitching competitive intelligence to over 40 cold calls each day.
- Accomplishment: Set up 21 meetings of target accounts with CXO, Director and management level associates for pilot conversion along with 2 successful RFP.

#### ACADEMIC PROJECTS

#### Brand Creation and Digital Campaigns (Flavored Milk Cubes)

- Innovated a unique product concept: Targeting key demographics of kids and parents along solving pain points of traditional bi-product powder of milk.
- Strategized marketing campaigns: Created branding elements (Joyful Infusion, tagline, packaging) and executed social media post prototype on Instagram and YouTube.
- Conducted consumer and market analysis: Evaluated business potential, tested sensory marketing strategies along with compliance plans.

#### Strategic Brand Repositioning and Website Development (Shopify) for Ritebite (Naturell India)

- Conducted comprehensive store surveys across multiple locations to identify factors impacting sales performance of Ritebite in comparison to Max Protein.
- Performed competitive analysis by benchmarking Naturell's products against key market players, identifying gaps, and recommending strategies for improvement.
- Developed a repositioning strategy resulting in a targeted approach to boost market visibility and sales.
- Accomplishments: Created a brand-new e-commerce website with Shopify to relaunch by targeting kids with new consumer packing prototype

#### Customer-Centric Design Thinking: Revolutionizing the Shopping Experience (Lifestyle Stores)

- Optimized Checkout Experience: Deployed strategy to add self-checkout kiosks on every floor, reducing average checkout waiting time and increasing transaction
- Enhanced Payment Flexibility: Enabled acceptance of all payment modes and removed the 5-items limit, improving customer satisfaction and boosting kiosk utilization.
- Accomplishments: Reduced waiting time in manual kiosk and empowers customer by saving time and increasing satisfaction.

# Digital Transformation in Agriculture: Developing a Real-Time Crop Management App (Advanta)

- Problem: Identified absence of real-time updates, reliance on error-prone paper-based processes, and information which hindered accurate tracking and decision-making.
- Solution: Developed a Crop Management App with MS-Excel integration using Open as- App to streamline data entry, enable real-time inventory updates, centralize seller information, and enhance reporting with advance excel.

# **CERTIFICATIONS**

IE Business School	2024
Google Digital Academy	2024
Hubspot	2024
University of Virginia	2024
Hubspot	2024
Skillshop	2024
	Google Digital Academy Hubspot University of Virginia Hubspot

## **POSITIONS OF RESPONSIBILITY**

# Strategic PR & Lead Generation: Created marketing strategies along with digital campaigns, boosting ticket sales by 21% and generated leads of 1350 using meta-ads(Facebook and Instagram) with CPL of rs44.44.

- Event Day Management: Managed entire media, photography, and press interactions for event coverage.
  - **Team Leadership:** Managed team of 33 members, by assigning roles and co-ordinating tasks on day-to-day basis.
  - Pre & post-event content creation: Managed entire event photography and videography along with edited more than 150 creations for social media banners, posts and website content.
  - Social Media Management: Managed and optimized social media content across Instagram, Facebook, and YouTube, increasing impression by 25% (375) and driving 13% rise in website traffic through strategic content planning and SEO integration compared to previous year's event.

### **Member – Admission Committee**

2023 - 2025

Dec 2023- March 2024

# JAGSoM, Bengaluru

JAGSoM, Bengaluru

- Outreach & Engagement: Achieved 95% target attendance at JAM events in Kolkata, Mumbai, and Bangalore through cold calling and alumni engagement.
- Interview Coordination: Managed student panel of the "Admission Selection Process" of over 250 MBA aspirants.
- **Industry Relations**: Invited more than 25 industry experts as panelists, enhancing ties with leaders.

# IHRCI, Kolkata

## Member - International Human Rights Council of India (IHRCI)

Chief Public Relation Officer (CPRO)- Kanyathon 2024

- Organized Social Campaigns: Co-ordinated 2 blood donation drives, achieving more than 300 donor participation.
- Disaster Relief: Collected and managed aids worth Rs30,000 to flood victims during the "Amphan" Cyclone.
- Literacy Campaign: Promoted and conducted 7 educational programs for EWS communities.

## **Extra-curriculum Activities**

Photography: Collaborated with eminent Bollywood celebrities, including Underground Authority, Akhil Sachdeva, and Nikhita Gandhi to capture key moments in live performances.

## Technical Skills: Canva, Power-BI, Microsoft Office Suite (Word, Advanced Excel, PowerPoint), Adobe