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Career Objective: To secure an entry-level position in the field of marketing where I can leverage my academic background in business operations, consumer behaviour, and strategic marketing. I aim to gain practical experience in areas such as market research, brand management, and digital marketing, while contributing to the organization's growth through innovative ideas and a result-oriented approach. My goal is to further develop my professional skills and build a successful career in the dynamic field of marketing

Education:

Post Graduate Diploma in Management (2024-26 Batch) - Pursuing
MKES Institute of Management Studies & Research, Mumbai
Specialisation: Marketing
AICTE Approved 2-year Full Time programme

Bachelor of Commerce (B. Com) - CGPA: 8.56
Nagindas Khandwala College, Mumbai passed in May 2024

- **Relevant Coursework:** Accounting, Taxation, Marketing Management, Human Resource Management

Higher Secondary Education (12th) - Percentage: 78%
MKES BSGD Junior College, Mumbai passed in May 2021

Secondary School Education (10th) - Percentage: 87%
Gokuldham High School and Junior College, Mumbai passed in May 2019

Skills:

- **Technical Skills:** Basic Excel, Power Point, Word, Canva
- **Soft Skills:**
 - **Quick-Learner:** Demonstrated ability to grasp new concepts, tools, and processes efficiently, ensuring seamless integration into projects
 - **Adaptability:** Excelled in adjusting to dynamic work environments and challenges, maintaining productivity and focus
 - **Team Work:** Collaborated effectively with diverse teams to achieve common goals
- **Languages:** English, Hindi

Summer Internship Project

Duration: 2nd May 2025 to 4th July 2025

Company: Nature's Basket

Key Contributions:

- Drove B2B outreach to 250+ premium brands, onboarding William Penn for Elysium loyalty program.
- Spearheaded Chef's Table partnerships with 25+ chefs & gourmet brands to host luxury events.
- Executed push notification campaigns via MoEngage, achieving 313% higher clicks & 244% higher conversions.
- Designed automated customer journeys (cart abandonment, bounce-back, order confirmation) to boost retention.
- Created 40+ personalized WhatsApp campaigns, enhancing brand engagement and event participation.
- Coordinated Oberoi Mall store relaunch, onboarding 15+ brands and securing Aromatic Garden Essence pop-up.

Social Internship Project

Shree Vivekanand Research and Training Institute, Roha, Raigad

Duration: 25th November 2024 to 10th December 2024

Topic: Solutions and Digital Support for Agriculture, Water Harvesting and Women Empowerment

Description:

- Conducted an in-depth analysis of the NGO's focus sectors, identifying key areas for improvement and providing actionable recommendations
- Led the initiative to establish a digital presence for the NGO, including setting up social media accounts and optimizing online visibility
- Trained staff members on the effective use of AI tools to enhance operational efficiency and decision-making
- Designed and implemented impactful advertisement campaigns to raise awareness about the NGO's mission and attract support

Achievements:

- Secured 2nd Place in Discus Throw in State Level Athletic Meet
- Secured 4th Place in Discus Throw in National Level Athletic Meet
- Completed a course of Smart Sustainability and Innovation from Rochester Institute of Technology, Dubai
- Completed a course on Market Psychology and Consumer Behaviour
- Completed a course on Google Ads

Extracurricular Activities:

- Member of Marathi Sanskriti Mandal at Nagindas Khandwala College
- Volunteered in Social Events like Beach Cleaning and Blood Donation