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Career Objective:

Aspiring Marketing Analyst with a Post Graduate Diploma in Management (PGDM) specializing in Marketing, leveraging a robust analytical and technical background to deliver data-driven marketing insights and enhance customer engagement. Bringing a unique perspective in translating complex data into effective market strategies, with a proven ability to bridge technical expertise and strategic problem-solving. Dedicated to driving market growth through innovative data intelligence, seeking to apply advanced analytical skills in a dynamic environment that values consumer insights, branding, and technological innovation.

Personal Goals:

- To specialize in Marketing Strategy and become a trusted advisor in transforming market challenges into data-driven solutions.
- To work in a challenging corporate environment where I can apply my strategic thinking, technical expertise, and analytical skills to drive customer acquisition and growth.
- To make a positive social impact by applying my knowledge of strategic business development to help organizations in their growth and efficiency.

Education:

Post Graduate Diploma in Management (2024-26 Batch) – Pursuing

AICTE Approved 2-year Full Time programme

MKES IMSR, Mumbai

Specialisation: Marketing

Relevant Coursework: Market Research, Digital Marketing, Consumer Behaviour, Marketing Analytics

Bachelor of Science in Information Technology - CGPA: 9.33

Nagindas Khandwala College, Mumbai (2020-2023)

Relevant Coursework: Network Security, Programming Fundamentals, Data Structures

Higher Secondary Education (12th) - Percentage: 72.31%

MKES Khandwala Junior College, Mumbai (2020)

Secondary School Education (10th) - Percentage: 73.40%

MKES English school, Mumbai (2018)

Skills:

Technical Skills:

- **Marketing Analytics & Visualization:** MS Excel, SQL, Power BI
- **Data & Automation:** Python
- **Digital Security & Tools:** Palo Alto Networks, Threat Intelligence, Network Security, Email Analysis, Authentication Identity
- **MarTech & Tools:** Splunk, EDR, MS Office
- **Business Intelligence & Reporting:** Data-driven decision-making, Comprehensive Report Generation
- **Creative & Design Skills:** Graphic Designing, Sketching, Social Media Content Optimization

Soft Skills:

- Critical Thinking and Problem Solving
- Communication and Collaboration
- Analytical and Reporting Skills
- Process Optimization & Workflow Improvement

Languages:

- English (Fluent)
- Hindi (Fluent)
- Gujarati (Native)

Academic/Summer Internship**Fashionista Exhibitions Pvt. Ltd.**

Strategic Insights and Business Development Intern (May 2025 – July 2025)

- Led the end-to-end launch of Brikkaa Real Estate LLC, a new Dubai-based vertical. Defined brand identity, positioning, website content, and launched dedicated social media pages.
- Drove Marketing & Content Strategy by analyzing social media performance and formulating strategies to optimize audience engagement.
- Executed B2B Outreach by drafting high-converting messaging for Shark Tank India brands, converting high-potential leads into exhibition partners.
- Streamlined Operations & Scalability by authoring comprehensive Standard Operating Procedures (SOPs) for seven core departments (Marketing, Sales, Finance, etc.).
- Applied Financial Analytics to strategic planning by modelling unit economics (Revenue/Stall) and estimating company valuation using EBITDA multiples.

Work Experience**World Bank Group**

Information Security (May 2023 – Dec 2023)

- Conducted in-depth pattern analysis using Splunk and EDR tools to identify critical anomalies and inform corrective strategies.
- Identified behaviour patterns TTPs (Tactics, Techniques, and Procedures) and IOCs (Indicators of Compromise) to bolster organizational security frameworks.
- Designed and delivered comprehensive strategic intelligence reports, assisting senior management in strategic decision-making.
- Conducted file analysis and malware detection to enhance the organization's security posture.
- Proficient in incident handling, digital forensics, and proactive threat detection strategies.
- Collaborated with cross-functional teams to develop actionable business and growth solutions, aligning technical insights with broader organizational objectives.

AVN Infotech

Information Technology Intern (Mar 2020 - May 2020)

- Acquired advanced skills in operating system installations, hardware assembly, and remote troubleshooting to resolve complex IT issues.
- Installed CCTV systems and performed preventive maintenance, contributing to enhanced organizational security.
- Proactively resolved technical challenges, adapting quickly to evolving technologies and client needs.

Academic Projects:

Social Impact Project | Global Vikas Trust, Parli, Maharashtra

(25th Nov, 2024 to 7th Dec, 2024)

Socially Aware Humanitarian Action for a Responsible Enterprise (S.H.A.R.E)

- Designed and implemented a 3-day training curriculum focused on farming practices, market opportunities, and entrepreneurship for agricultural and non-agricultural students.
- Analysed social media performance, identified growth areas, and formulated strategies to optimize content and target audience.

Achievements:

- **Event and Cultural Committee Coordinator** at MKES IMSR, demonstrating leadership in organizing events and ensuring smooth execution.
- **Student Representative** in the Internal Quality Assurance Cell (IQAC), contributing to quality assurance and process improvements within the academic environment.

Certifications:

- Crash Course on Python (Coursera)
- Foundations of Cybersecurity (Coursera by Google)
- Play it Safe: Manage Security Risks (Coursera by Google)

Extracurricular Activities:

- **Volunteer at Kalpataru Jain Youth**, organizing events, managing graphic design tasks, and coordinating activities focused on religious education.
- **Social Initiatives:** Distributed food to the underprivileged, organized visits to old age homes, and participated in community welfare drives.
- **Hobbies:** Sketching, graphic designing, and traveling to explore new cultures and perspectives.