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Objective:

Seeking a position in marketing where I can use my knowledge of digital marketing tactics to help grow the business. To apply my expertise in market research and analytics to develop strategies for increasing customer engagement and loyalty.

Education:

Post Graduate Diploma in Management (PGDM) 2023-25 Batch

Approved by A.I.C.T.E. passing in May 2025

MKES Institute of Management Studies & Research

- **Relevant Coursework:** Sustainability & Media and Communication, Marketing Analytics, Statistics, Strategic thinking, Decision making, Product Management, Entrepreneurship Management, Management Communication
- **GPA:** 7.82

Bachelor of Commerce in Banking and Accountancy:

- **University of Mumbai - April 2021**
- **Percentage:** 73.83%

Skills:

- **Technical Skills:** Proficient in Tally ERP 9, GST filing software and Excel
- **Management Skills:** Project Management, Strategic Planning, Leadership, Team Collaboration, Management communication, Product Management
- **Communication Skills:** Public Speaking, Negotiation
- **Languages:** English, Marathi, Hindi, Gujarati
- **Listening Skills**

Certifications:

- **Brand Management:** Online Courses, Training, and Brand, Infosys Springboard, January, 2024
- **Introduction to Digital Marketing,** Great Learning, February, 2024
- **Social Media Marketing,** HP Life, April, 2024
- **Unique Value Proposition,** HP Life, May, 2024
- **Management Communications,** Harvard Business School, February, 2024
- **Decision Making, Strategic Thinking, Innovation and Creativity, Leading People,** Negotiating, Harvard Business School, December, 2023
- **Management Communications,** Harvard Business School, February, 2024

Summer Internship Project:

We3 Homes

Duration: 2nd May 2024 to 30th June 2024

Sales & Marketing Intern

- **Generate Leads:** Identify and contact potential buyers for Narang Vivenda properties.
- **Client Engagement:** Engage with prospects, understanding needs, provide project details.
- **Sales Conversion:** Convert leads into sales through persuasive communication.
- **Customer Satisfaction:** Addressing queries and concerns promptly.

Social Internship - S.H.A.R.E (Socially Aware Humanitarian Action for Responsible Enterprise) Project:

Vipla Foundation

Duration: 7th January 2024 to 21st January 2024

- Engaged in interactive activities with children, enhancing their learning experiences through various educational programs.
- Provided both basic and advanced Excel skills training to two women, empowering them with essential technical skills.
- Collaborated with the BPO and Retail Section under the mentorship of Sushma Tiwari to document success stories.
- Captured day-to-day activities in the Aftercare Section, moments were well-documented.
- Telephonic support to clients, addressing their queries and providing necessary assistance.
- Designed and managed Google Forms to collect feedback, ensuring continuous improvement of services.
- Developed an Aftercare Lesson Plan for the month of February, contributing to the structured learning environment.

Live Projects:

SBI Mutual Fund

Mutual Fund Investor Awareness Program Analysis

Duration: 3 Months

- Conducted a comprehensive analysis of mutual funds across major banks, including SBI, Kotak, Bandhan, HDFC, and ICICI.
- Evaluated websites, content, and UI/UX elements, providing actionable recommendations to enhance content strategies and user experience, significantly impacting investor decision-making.

Extracurricular Activities:

- Basic and Advanced AI courses offered by Sacred Heart College, Thevara, Kochi-2023
- Advanced Artificial Intelligence Tools for Educators. The workshop was organized by IGNITE Life Skill Academy & IQAC, Sacred Heart College (Autonomous)
- Marketing Simulation (Harvard Business Publishing Education)
- Organized an event "One Day at B School" at MKES IMSR

Interests:

- Industry Trends, Follow the latest trends and innovations in your industry.
- Professional Development, Engage with content related to skill development and career growth.
- Networking, Join groups and follow influencers in your field to expand your professional network.
- Company Updates, Stay updated with news and developments from companies you're interested in.