



A2/13 Mahindra Gardens Goregaon West Near Patkar College Mumbai - 400104

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Career Objective:

I am pursuing a PGDM in Marketing with a strong passion for creativity and innovation. My academic journey has built expertise in management, communication, and strategic thinking, complemented by hands-on experience in impactful initiatives such as teaching underprivileged students, raising awareness at a pet rescue shelter, and creating social media strategies and HR manuals for a naturopathy NGO. Currently, I am part of the MKES IMSR Digital Marketing Team and Industry Placement Committee. I aspire to leverage my skills in marketing to drive business growth while creating meaningful social impact.

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 (BMS E-commerce) - CGPA: 8.99

Nagindas Khandwala College, Mumbai passing in May 2024

Higher Secondary Education (12th) - Percentage: 79

Bombay Suburban Grain Dealers College, Mumbai passed in May 2021

Secondary School Education (10th) - Percentage: 82.4

Gokuldham High School & Jr. College Mumbai passed in May 2019

Skills:

- Technical Skills: Ms Excel, Canva
- Soft Skills: Effective communication, creativity, time management, adaptability, team collaboration, leadership
- Languages: Hindi, English, Marwari, Gujarati

Work Experience:

1. Think eBikeGo Pvt. Ltd

Internship for 6 months (20th November 2023 to 20th May 2024)

Research Intern & Digital Marketing Intern

As a Research Intern, I was responsible for conducting in-depth market research to identify potential B2B vendors for the distribution and sale of the newly launched product. This involved analysing industry trends, competitor strategies, and vendor profiles to ensure alignment with the company's goals. I gathered and synthesized data from multiple sources, providing valuable insights that supported strategic decision-making for vendor partnerships. In my role as a Digital

Marketing Intern, I contributed to the development and execution of digital marketing strategies to promote the new product. This included managing social media campaigns, optimizing online content, and implementing paid advertising efforts to increase brand visibility and drive traffic to the website. My focus was on crafting targeted messaging and leveraging digital platforms to engage potential clients, raising awareness of the product's unique features and benefits within the B2B healthcare sector. Through these efforts, I helped to enhance the online presence of the Whill wheelchair and build relationships with key stakeholders in the market.

2. thinKitchen

Summer Internship for 2 months (05th May 2025 to 04th July 2025)

Marketing Intern

As a Marketing Intern, I was responsible for contacting and shortlisting influencers for Mother's Day and Father's Day campaigns, ensuring effective brand alignment. I curated LinkedIn content and designed visuals on Canva to promote thinKitchen's participation at the HGH Trade Show. Using tools like Modash and Phlanx, I tracked influencer engagement and campaign performance to provide actionable insights. I also managed invites and promotional messages for the event through Zoko and Mailchimp. In addition, I developed and managed the social media content calendar for May, June, and the first half of July, while generating live content during the HGH event to boost brand visibility and audience engagement.

Project Basis (29th July 2025 to 26th August 2025)

I also collaborated with thinKitchen on a project basis, creating engaging website content and designing impactful visuals and product creatives on Canva for their Amazon-listed SKUs, ensuring consistency in branding and enhanced product visibility.

Academic Projects:

Project SHARE (25th November – 7th December)

- **Location:** Vadodara, Gujarat
- **NGO:** Nisargopachar Kendra (Naturopathy Centre)

I had the opportunity to collaborate with Nisargopachar Kendra on a transformative project, where I played a key role in developing an HR manual and formulating digital strategies. This experience provided valuable insights into the intricacies of organizational structure and the importance of clear HR guidelines. Additionally, I gained a deep understanding of how targeted social media strategies can significantly enhance the online presence of an NGO. Working closely with the team, I contributed to improving the digital footprint of the organization, reinforcing its mission, and expanding its outreach. This collaboration enhanced my strategic thinking, problem-solving abilities, and teamwork skills, while deepening my commitment to creating a positive social impact through effective communication and innovation.

Extracurricular Activities:

Management Premiere League (MPL):

Participated in a highly competitive event that included a treasure hunt, three CSR initiatives, and a team-based skit. This experience allowed me to demonstrate strong teamwork, problem-solving, and organizational skills, while actively contributing to the success of each activity. The event sharpened my ability to collaborate under pressure and effectively manage time and resources.

Volunteer – Job Fair:

Assisted in organizing and managing a job fair hosted by MKESIMSR for graduates from various colleges (passing out years: 2021–2024). I played a key role in coordinating activities, ensuring

seamless operations, and providing guidance to participants. This experience enhanced my organizational, communication, and interpersonal skills while gaining valuable insights into the recruitment process.

Disha - Degree College Event:

Volunteered for the Disha event, assisting with the coordination and execution of various event activities. I contributed to ensuring smooth operations and providing support to the team and participants. This experience helped me develop strong organizational and communication skills while actively engaging in an impactful event.

Achievements:

- I hold a degree of Nalanda University of Dance for completing a Bharatnatyam course of 7 levels.
- Our team Wize Wizards were the winner of MPL (Management Premier League) conducted in MKES IMSR.
- I have also completed 12 Harvard Certifications for Finance, Management Communication, Quantitative Methods and many more.
- Have also done 4 certification courses for Digital Marketing, Content Marketing, Social Media Marketing and Google Search Ads