



Bright Star Apartment, Flat no 11 , Lourdes Colony , Malad West, Mumbai – 400064

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Career Objective: Aspiring marketing professional with a foundation in branding and digital platforms, combined with strong communication and presentation skills, looking to support dynamic campaigns while gaining industry experience. To leverage my creativity, analytical skills, and passion for understanding consumer behavior to drive impactful marketing strategies.

Education:

Post Graduate Diploma in Management (2024 - 2026) – Pursuing
MKES Institute Of Management Studies and Research, Mumbai,
Specialization: Marketing
AICTE Approved 2 year Full Time programme.

Bachelor of Arts double majors English Psychology - CGPI : 8.16
St Andrews College, passed in May 2024

Higher Secondary Education (12th) - 90.83%
TP Bhatia Junior College, Mumbai passed in 2021

Secondary School (10th)
Carmel of St Joseph School, passed in March 2019 - Percentage : 86.80 %

Skills :

Technical Skills : MS Excel, Canva

Soft Skills : Communication, Creativity, Leadership, Critical Thinking, Time Management, Negotiation, Interpersonal Skills, Adaptability and Problem Solving

Languages : English, Hindi, Marathi

Work Experience :

Summer Internship

Company Name : British Institute

Duration : 2 Months (May 2025 – July 2025)

Role : Strategic Sales and Marketing Intern

Key Responsibilities and Achievements :

- Assisted in creating and executing digital marketing campaigns across social media platforms to increase brand awareness.
- Supported the sales team in lead generation, client outreach, and follow-ups, contributing to a higher conversion rate.
- Conducted market research to identify customer needs and competitor strategies.
- Helped design promotional content and track campaign performance using digital tools.
- Developed communication and presentation skills through client interactions and team collaboration.

Academic Projects :**S.H.A.R.E :**

NGO : Vipra Foundation , Mumbai

Duration : 24th Nov to 8th Dec 2024

Objective : Conducted qualitative research on challenges faced by women resuming work after maternity or career breaks. Analyzed Vipra Foundation's training and employability programs supporting women's re-entry into the workforce by conducting survey and interviews. Provided insights to enhance communication strategies and employer partnerships for women's career reintegration.

Live Project – Cervical Cancer Awareness & Shock Marketing

Conducted a survey of 60 participants to evaluate the effectiveness of shock marketing in raising cervical cancer awareness. Collected and analyzed data, contributing insights to assess impact on audience knowledge and engagement.

Certifications and Additional Qualification

- Google Ads Certification
- Content Marketing Certification
- Social Media Marketing Certification

Achievements: Silver Medal at GK Olympiad, Interschool National Spell Bee, 2 Position at Science Day Competition, Completed Vedic Math Training.

Extracurricular Activities: Have taken part and contributed in fashion show, dance, singing and debate in school and college level fest as well as participated in college clubs such as Cultural and Literary Clubs.