

**Skill Set Summary**

- **Multitasking Team Player:** Core Kanyathon Team Head to lead *Digital Marketing activities to develop Campaign*, delegate responsibilities and manage the team. Also Collaborate with Kanyathon Registration team in handling external website registration. Event Head of Emphoria 2020 to plan structure for Virtual Marketing Challenge.
- **Analytical:** Conducted research to Collate Market Survey Data, define Problem Statement, critically think on problem solution, and formulated the *Result to Improve the measures*.
- **Communication:** *Negotiated with external advertising agency and business to promote Kanyathon digitally*. Connected with the customer for timely response to their query. Maintained weekly report to increase efficiency by working with cross-functional teams.
- **Computer Proficiency:** Competent in MS-Project, Excel, SPSS, R, Python, Tableau, WordPress & Adobe Photoshop.

**Professional Experience****Projects Undertaken:**

- *"Sugar Cosmetics"*: Digital Marketing Project - Suggested Strategy for Mobile Marketing to improve and reach a wider audience for its product.
- *"Oracle"*: B2B Project- To Create a GTM strategy, Competitive Sales strategy, Blue Ocean strategy, adopt a sale methodology and prepare a sample BATNA.
- *"HDFC"*: CRM Project- To Analyze the CRM practices and suggest a Relationship Score Card.
- *"Market Research"*: Prepare a Questionnaire survey in Qualtrics to evaluate Employee Morale.
- *"Harvest Ingredients"*: IMC- Develop 6M Model Plan, Guerilla marketing and Social Media Marketing Campaign.
- *"Burger King"*: Project on TM&SA Analysis using KNIME Platform- Extracted Data from Social Listening tool where consumer reviews were taken as the data set to analyze the keyword and view their opinion and provide a Report.
- *"Headmate"*: Product Innovation- To explore on compact foldable Helmet and Brand Identity, Architecture, Placement in the Market.
- *"Design Thinking & Innovation"* - Designed a unique model to make customer search easier while shopping at Max Retail Store to improve customer engagement and retention.
- *"Live project – Kanyathon"* – Marathon Event by the student to raise the amount for girl child welfare, acted as one of the CXO- Digital Marketing Head.
- *"Live Project – Flex"* – To come up with the suggestion for Market place solutions available in India for Domestic logistics.
- *"Final Project- Ameyo"* - Markov Chain Analysis for Marketing Channel attribution Model across different Customer Touch point.

**Internships:****1. Trufedu (Bengaluru) December 2020 Role:** - Relationship Manager

- Sales of subscription, Operations and Financial Planning for Clients through wealth products.

**2. Maxim Media (Bengaluru) January-April 2019 Role:** - Social Media Intern

- Develop content, manage Social Handle, execute Campaign through Facebook Ads Manager. Worked on Hootsuite tool.

**3. Careers360 (Delhi) 1stMarch–15thSeptember 2018 Role:** - Database Building/Management Intern

- Worked on faculty360 and college360 page to update colleges details and job opportunity for faculties in Careers360 backend page with clients Interaction.

**Co-Curricular, Extra Curricular and Achievements:**

- Secured 1<sup>st</sup> place in IFIM Inter- Football Tournament, 2<sup>nd</sup> place in IFPL 2019.
- Handled the Registration Helpline desk of "Kanyathon-5K marathon" at the day of the event in Infosys Ground.
- Guest management Volunteer for Marketing Confluence 2019 hosted by IFIM Business School.

**Certifications and Achievements**

- *Marketing Analytics*, University of Virginia, Coursera
- Google AdWords (*Ads Display, Ads Search, Ads Measurement*) Certification & *Google Analytics* Certification
- Complete *SEO Training*, Udemy
- The *fundamentals of Digital Marketing* from Google Digital Unlocked

- *Inbound Marketing* from HubSpot
- *Digital Marketing* from (ampdigitalnet.com) & *Advance Excel* certification course from Intern Shala.

**Education**

- PGDM (Major-Marketing & Minor- Analytics), IFIM Business School– (June '2020) – CGPA 7.71/10.00 (till now)
- B.E – Mechanical Engineering – (June '13) – CGPA – 8.8/10.0
- 12<sup>th</sup>, CBSE, K.V. ASC Centre, Bangalore – (May '09) – 77.6%
- 10<sup>th</sup>, CBSE, K.V. ASC Centre, Bangalore – (May '07) – 82%

**Others**

- Languages Known: English, Hindi, Kannada
- Hobbies : Football, Outdoor sports, Travelling, Gardening and Watch non-commercial centric movies and web series.