

**WORK EXPERIENCE****38 MONTHS****Associate Consultant, Infosys Limited****(Apr,2019-Present)**

- Currently working as Business Analyst, Salesforce Technology.
- Working jointly with the internal team to identify, define, collect & track key business metrics for business processes.
- Creating and administering procurement selection methods such as RFP and RFI.
- Collecting data required to conduct a business analysis, build reports, and dashboards.
- Lighting experience customization – Create and customize apps, list, page layouts, buttons, links, and quick actions.
- Proper understanding of SQL-based databases and worked on SQL queries.
- Sound knowledge of Sales, Service, and Marketing Cloud.

**Network Engineer, Ericsson Global India Services Private Limited****(Dec,2014-July,2016)**

- Sound knowledge of GSM, WCDMA & LTE radio network optimization.
- KPI Monitoring and Worst Cells Optimization by leading a team of drive test engineers.
- Cluster drive route preparation and optimization sites audit and DT drive analysis.
- Worst cells analysis and check for solutions along with audits for the entire network.
- Building strategies with teams for action required to resolve defaulting cells.

**Management Trainee, Conquerors****(Jun,2014-Oct,2014)**

- Worked for Sales, Promotion, and Marketing of Tata Sky products with Customer Relationship Management.
- Responsible for traveling to different neighbourhoods and suburbs, going from door-to-door to target potential and existing customers and, build the relationship.
- Convinced new customers or existing ones to purchase or upgrade the product using a script or persuasive technique.
- Set-up and demonstrated product, to maximize product awareness and revenue growth.
- Suggest appropriate professional sales and services to clients based on the analysis.

**SUMMER INTERNSHIP****8 WEEKS****Sales and Marketing Intern, Outlook Group****(May,2018-Jun,2018)**

- Worked under the Assistant Sales Manager on Sales of Outlook Magazines, Customer Retention and Acquisition and Promotional Strategies.
- Managed existing customers in responding to their requests, develop network and product awareness.
- Create spreadsheets of prospective customer data and manage leads database.
- Generated revenue of ₹60,000 through sales and marketing of Outlook Magazines in 8 weeks.
- Analysed the company's customer data to come up with sales and promotion strategies for the company which would meet the customer's requirements and generate profits for the company.

**TECHNICAL EXPERTISE**

• MS Office (Excel, Powerpoint, Word, Visio)	• Microsoft SQL	• Salesforce CRM
• Google Analytics/Google Adwords	• Public Tableau	• Map Info/ Google Earth
• SEO Tool (Ahref, Majestic, Moz, Semrush)	• Jira Tool	• WinFiol
• TEMS Investigation Drive Test Tool	• Balsamiq	• WordPress

**EDUCATION**

Qualification	Institute / Organization	Board / Specialization	Year	%/CGPA
Master of Business Administration (MBA)	NMIMS Hyderabad	NMIMS/Marketing & Analytics	2019	3.05/4.0
Bachelors of Technology (B. Tech)	Amity University	Amity University/Electronics & Communication Engineering	2014	6.54/10
XII	Goodley Public School	Central Board of Secondary Education	2010	82.40%
X	Goodley Public School	Central Board of Secondary Education	2008	73.40%

KEY PROJECTS	
LIVE PROJECTS	<ul style="list-style-type: none"> <li>• Capture Real Campus Experiences of Students and Alumni as reviews on Shiksha.com</li> <li>• Create valuable SEO for OysterConnect.com through Content Creation on Quora</li> <li>• Building awareness about OysterConnect.com among the Student Community</li> <li>• Competition Analysis of Consumer Experience for Online Classifieds Business in India</li> <li>• Survey with Customers to Identify and Validate Interest in Booking Trips via Adventure Nation</li> <li>• Survey to Identify GST filing needs of Small Businesses and SMEs for ClearTax</li> <li>• Promotion and Direct Marketing of Cell Ultra Products</li> </ul>
ACADEMICS	<ul style="list-style-type: none"> <li>• Industry Analysis of the FMCG Sector of India, NMIMS Hyderabad, 2017</li> <li>• Presented a Paper titled "Consumer Behavior towards organic food products" during National Conference on "Leveraging SDGs to drive Socio-Economic Development: Mission2030"</li> </ul>
EXTRACURRICULAR ACTIVITIES	
INTERESTS	<b>Digital Marketing (Search Engine Optimisation)</b> <ul style="list-style-type: none"> <li>• Successfully running Affiliate Websites</li> <li>• Advanced keyword research to boost web traffic</li> <li>• Conducts On-Page Optimization and Off-Page Optimization Strategies</li> <li>• Expert competitors site audit with backlinks analysis</li> <li>• Link Building and Blogger Outreach techniques</li> <li>• Expired domain research having backlinks from high authority sites</li> <li>• Web Analytics to measure the usefulness of Off-Page optimization strategies</li> </ul>
ACHIEVEMENTS	<ul style="list-style-type: none"> <li>• Letter of Appreciation, Outlook Group News Magazine, Summer Internship, 2018</li> <li>• Power Ace Award, Ericsson Global India - Project Fateh, 2015</li> <li>• Best Management Trainee, Conquerors, 2014</li> <li>• Winner, HR'enary - Inter-college event organized by IBS Hyderabad, 2019</li> <li>• Winner, Narsee Monjee Cricket League, NMIMS Hyderabad 2018 - Tarnaka Cartels</li> </ul>
CERTIFICATIONS	<ul style="list-style-type: none"> <li>• Microsoft Database Fundamentals 98-364 Certified</li> <li>• Salesforce Admin SP19 Certified</li> <li>• Infosys Global Agile Developer Certified</li> <li>• Ericsson Technical Radio Certified (ETCP Certified - Radio Network Optimization)</li> <li>• Advanced Microsoft Excel and VBA Excel Certification</li> <li>• Market Research Associate Certification</li> <li>• Digital Marketing Certification</li> </ul>
POSITIONS OF RESPONSIBILITY	<ul style="list-style-type: none"> <li>• President, iQ'oniQ, Quant, Logic &amp; Data Analytics Club, NMIMS Hyderabad</li> <li>• Vice-President, Mark8Inc Club, Marketing Club, NMIMS Hyderabad, 2017</li> <li>• Member, Budgeting &amp; Scheduling Committee, Nirvahana –NMIMS Hyderabad Annual Fest</li> <li>• Member of CII (Confederation of Indian Industry)</li> <li>• Volunteer, Growth Conclave 2017 held at T-Hub, Hyderabad by Asia Inc. 500</li> <li>• Coordinator, Amity Youth Fest 2013</li> </ul>