

ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
BBA	2020-2023	Institute of Management, Nirma University	77.90 %
XII CBSE	2019-2020	Delhi Public School, Gandhinagar	95.40 %
X CBSE	2017-2018	Delhi Public School, Gandhinagar	85.66 %
<ul style="list-style-type: none"> Completed a course of Bloomberg Market Concepts certified by Bloomberg for Education in 2023 			
INTERNSHIP			
ViteBox Assortions		Apr 2023 – Jun 2023	
Digital Marketing Intern	<ul style="list-style-type: none"> SEO: Implemented strategies to enhance website visibility and ranking on search engines through keyword research, content optimization Email Marketing: Executed email marketing campaigns and automated workflows, nurturing leads and customers with personalized, timely communications to drive engagement and conversions. Paid Advertising: Pay-Per-Click (PPC) campaigns on platforms like Google Ads and Facebook Ads to attract targeted audiences Content Creation: Produced creative content ideas to drive Engagement on social Media handles. 		
Lapink By K.NareshKumar		Sept 2022 – Dec 2022	
Branding Intern	<ul style="list-style-type: none"> Influencer Marketing Campaign: Collaborated with relevant influencers to promote our brand, products, or services to their engaged audiences, leveraging their credibility and reach. Brand Awareness via PR Activities: Utilized strategic public relations initiatives to increase our brand's visibility and reputation, encompassing media outreach, planning press releases. Positioning Statement Design: Crafted a clear and compelling positioning statement that defines our company's unique value and market position 		
Fortune Landmark, ITC Hotels Group		May 2021 – Jun 2021	
Sales & Marketing Intern	<ul style="list-style-type: none"> Internship involved going on sales call and pursuing business clients to book services for their stay at the hotel. Also involved Networking with clients and Upselling of other services. 		
Re-Active (HSR)		Jul 2021 - Aug 2021	
Social Media Marketing Intern	<ul style="list-style-type: none"> Connecting with Influencers: Established valuable relationships with industry-specific influencers to collaborate on promotions, reviews, or endorsements for enhanced brand credibility and reach. Social Media Content Planning: Developed a strategic content calendar for social media platforms, ensuring consistent, engaging, and on-brand posts to captivate and grow our online audience. 		
Aahwahan Foundation		Jun 2021 – Jul 2021	
Graphics Intern	<ul style="list-style-type: none"> Graphic Designing: Creating visually appealing posters and promotional materials to effectively convey the NGO's mission, events, and campaigns, fostering awareness and engagement. 		
POSITION OF RESPONSIBILITY			
Ritayan , IMNU	<ul style="list-style-type: none"> Member of Ritayan (Dance & Music Club), IMNU 2020-22 (BBA) 		
EXTRA CURRICULAR ACHIEVEMENTS			
Commerce Talent Search Examination	<ul style="list-style-type: none"> Won 3rd Prize in National Level CTSE Test in 2019 		