

ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
BBA	2020-2023	Institute of Management, Nirma University	68.00 %
XII CBSE	2019-2020	Delhi Public School, Greater Faridabad	88.00 %
X CBSE	2017-2018	St. Albans School, Faridabad	78.66 %
<ul style="list-style-type: none"> Awarded a Certificate of Appreciation for Organising a National Level Trading Stimulation Competition by StockGro, 2023 Awarded a Certificate of Completion in Marketing Automation offered by Tractionn OPC Pvt. Ltd, 2022 Awarded a Certificate of Completion in Search Engine Optimisation offered by Pixel Track Digital Pvt. Ltd., 2021 Completed “Lead Generation Masterclass” from Pixel Track Digital Pvt. Ltd., 2020 			
INTERNSHIP			
		Kings Digital	Apr 2023 – May 2023
Digital Marketing Intern		<ul style="list-style-type: none"> Crafted compelling content and copy for websites in 5 different industries. Led a dynamic team of web developer and copywriters. Managed the end-to-end development and launch of a website. 	
		Prudent Corporate	May 2022 – Jun 2022
Social Media Marketing Intern		<ul style="list-style-type: none"> Developed and executed a content strategy across Instagram, LinkedIn, and Facebook. Established a consistent social media calendar to enhance brand engagement. Collaborated with NGOs to lead interactive activities for children 	
		Spark A Change Foundation	Jun 2021 – July 2021
Content Creation Intern		<ul style="list-style-type: none"> Developed a comprehensive content bank tailored for social media platforms. Conducted baseline assessments to evaluate academic proficiency. Targeted students in Grades 1-7, ensuring a wide range of assessment coverage. 	
		Aashman Foundation	Oct 2020 - Jan 2021
Social Media Marketing Intern		<ul style="list-style-type: none"> Curated a three-month content calendar for Instagram, enhancing brand consistency. Designed visually appealing posters for both Instagram stories and posts to boost engagement. Promotion of both online and offline events, expanding reach and participation. 	
		Tutoraj	Dec 2020 - Dec 2020
Marketing Intern		<ul style="list-style-type: none"> Executed strategic social media campaigns to amplify content reach and engagement. Successfully generated over 150 leads, showcasing effective marketing techniques. Employed a combination of social media outreach and cold calling for lead acquisition. 	
		Performant	May 2020 - Jun 2020
Content Creation Intern		<ul style="list-style-type: none"> Authored SEO-optimized blogs to enhance the company's website visibility and engagement. Acquired proficiency in on-page SEO techniques to boost site rankings. Deep-dive into keyword research, ensuring content relevance and reach. 	
POSITION OF RESPONSIBILITY			
Swayam Club, IMNU		<ul style="list-style-type: none"> Member of SWAYAM-The Entrepreneurship Club, IMNU (2023-25) Responsible for Public Relations and Event Management 	
EXTRA-CURRICULAR ACHIEVEMENTS			
Blogging		<ul style="list-style-type: none"> Designed and launched two blogging websites, integrating robust SEO practices for enhanced online presence. 	