

ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
BBA	2020-2023	Institute of Management, Nirma University	75.60 %
XII   CBSE	2019-2020	Delhi Public School, Bopal, Ahmedabad	87.60 %
X   CBSE	2017-2018	Delhi Public School, Bopal, Ahmedabad	89.20 %
INTERNSHIPS			
<b>Digital Marketing Intern</b>		<b>Invincible NGO</b>	<b>Apr 2023 – Jun 2023</b>
Online marketing and content writing and creation.	<ul style="list-style-type: none"> <li>● <b>Content creation:</b> Made and edited social media videos and reels which contributed to increase in the followers by ~50%</li> <li>● <b>Social Media Management:</b> Managed multiple media accounts including scheduling and publishing posts, responding to comments and monitoring analytics</li> <li>● <b>Community Building:</b> Wrote 16 blogs to engage an online community which fostered discussion Learnt methods to communicate effectively by writing compelling content</li> <li>● <b>Tools:</b> Canva, Wondershare Filmora, Inshots, MS Office, Photoshop</li> </ul>		
<b>Marketing Intern</b>		<b>Nykaa Fashion</b>	<b>Apr 2023 – Jun 2023</b>
Part of brand management and visuals	<ul style="list-style-type: none"> <li>● <b>Daily wireframes:</b> Made daily wireframes of the company for all the six sectors of the brand</li> <li>● <b>Brand Deals Management:</b> Deals of various brands were updated, continuous communication with brand managers</li> <li>● <b>Error Correction:</b> Brands with wrong names, deals, merchandising, offers, etc continuously evaluated and corrected</li> <li>● <b>Reporting and Analysis:</b> Comparative study between between Ajio, Myntra, Nykaa Fashion</li> </ul>		
<b>Sales and Store Operations</b>		<b>Pantaloons (Aditya Birla Fashion Retail Ltd)</b>	<b>May 2022 – Jun 2022</b>
Sales intern with merchandising and management	<ul style="list-style-type: none"> <li>● <b>Team Management:</b> Assisted in day-to-day HR Operations in training and performance management</li> <li>● <b>Sales Management:</b> Launched home category, contributing 8% to store’s revenue, managed and sold inventory of multiple categories including apparels, non-apparels and accessories</li> <li>● <b>Visual Merchandising:</b> Created visually appealing display windows and mannequins set-ups periodically using techniques of mood boards, lighting, merchandising and colour blocking</li> <li>● <b>Reporting and Analytics:</b> Maintaining accurate inventory level and conducting regular inventory audits</li> </ul>		
EXTRA CURRICULAR ACHIEVEMENTS			
International MUN	<ul style="list-style-type: none"> <li>● Won Verbal speaking award in International Model United Nation (IMUN) in 2021</li> </ul>		