

ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
M.Com	2019-2021	Lala Lajpatrai College of Commerce & Economics	81.25 %
BMS	2016-2019	Lala Lajpatrai College of Commerce & Economics	72.34 %
XII HSC	2014-2016	Jai Hind College	
X ICSE	2001-2014	The J. B. Petit High School For Girls	
WORK EXPERIENCE			
Account Manager		Togglehead Digital Pvt. Ltd.	Jan 2021 – Aug 2022
Worked as an account manager.	<ul style="list-style-type: none"> • Lead a team of 10 to deliver high-performing digital marketing campaigns to clients • Reported directly to the CEO and cross-sold services that resulted in 1.5x increase in revenue • Brainstormed content, participated in ideation and overlooked execution of campaigns • Managed client accounts in the Sports, Logistics, Education & Lifestyle industries 		
BD Executive		Connekt Coworking	Jan 2020 – Jan 2021
Worked as a business development executive.	<ul style="list-style-type: none"> • Strategized the entire brand from its conception • Drove content creation for our digital assets • Liaised with the web development team for website creation and SEO strategies • Wrote insightful blogs published on the website for our target audience 		
BD Executive		ColourCraft Studios Pvt. Ltd.	May 2019 – Dec 2019
Worked as a business development executive.	<ul style="list-style-type: none"> • Primary focus on tracking, following up and converting leads, while managing client accounts • Reported to the CEO and worked closely under her guidance to retain high-value clients in the FinTech and IT industries • Conducted market research, ideated brand names and stories and wrote content for clients' websites • Developed my quest for knowledge 		
POSITIONS OF RESPONSIBILITY			
Vice Chairperson - Tsunami	<ul style="list-style-type: none"> • Part of the Public Relations team for our college fest Tsunami, and won the award for best Vice Chairperson across all clubs • Brought in sponsorship worth Rs. 1 lakh 		