

ACADEMIC ACHIEVEMENTS			
MBA	2023-2025	Institute of Management, Nirma University	
MA	2017-2019	Jadavpur University	57.63 %
BA	2014-2017	Jadavpur University	55.56 %
XII ISC	2013-2014	The Assembly of God Church School	64.42 %
X ICSE	2011-2012	The Assembly of God Church School	60.50 %
<ul style="list-style-type: none"> • Certified SEO specialist via HubSpot Academy 			
WORK EXPERIENCE			
Content Writer		C-Zentrix	Feb 2020 – May 2022
Crafted SEO-driven content for web, blogs, social media, and e-books to boost lead generation.	<ul style="list-style-type: none"> • Conducted keyword research, generated backlinks, and created valuable content to boost website credibility • Drove lead generation up to 30% with blogs, newsletters, videos, brochures and webinar • Enhanced brand visibility through data-driven decision-making using SEMrush, Ahrefs, Hotjar and Google Analytics • Developed digital marketing strategies for activation projects in Indian and North American market 		
Associate Consultant		Regalix	Jun 2019 – Jan 2020
Assisted small-mid US business owners in making the most of their Google Ads account, while trying to upsell.	<ul style="list-style-type: none"> • Got delegated to Google for their Ads project and got certified as Google Ads and Analytics • Managed Tier 2 US client accounts to drive conversions and upselling Google Ads features where necessary • Enabling business owners in making the most out of their Google Ads account. • Assisted clients with creating and strategizing their Google Ads content, keyword and budget to reap the best outcome 		
INTERNSHIPS			
		The 1947 Partition Archive	Jun 2018 – Sep 2018
Oral Story Scholar	<ul style="list-style-type: none"> • Journalistic work to collect partition stories from partition survivors across India • Got certified by Stanford University Libraries as an Oral Story Scholar for journalistic and editorial skills 		
		QED	Dec 2015 – Aug 2016
Digital Marketing Intern	<ul style="list-style-type: none"> • Writing copy for social media handle for various brands like The Telegraph, Radio Mirchi, t2, etc. • Covering offline events for branding purposes • Creating social media content for brands in different industries like radio station, newspapers, restaurant chains etc. 		