

EDUCATION

PGDM - Marketing	2020	IMT Ghaziabad	70.8 %
B.Tech - Polymer Science and Chemical Technology	2018	Delhi College of Engineering (DTU)	67.3%
AISSCE (CBSE) – CLASS XII	2014	St. Columba's School	91.6%

EXPERIENCE

- Social Media Freelancer and SEO Specialist, Saarthak Mental Health Services, Remote** **May 2020 - June 2020**
 - Masterminded highly successful digital strategies for various platforms to attract customer engagement.
 - Built, implemented and updated effective SEO strategies.
- Marketing Specialist Freelancer, HiringPlug, Green Park** **Oct 2019 - Nov 2019**
 - Optimized 4 Social Media accounts, conducted SEO analysis
 - Strategized and implemented a Content and Social Media Calendar consisting of 6 blogs, 3 infographic and 1 webinar
- Market Research Intern (MBA SIP) , Renault India, Gurgaon** **April 2019 - May 2019**
 - Successfully conducted exploratory market research across 8 Renault dealers in NCR region to identify customer insights regarding media behavior during Car Purchase journey.
 - Executed multi-level analysis using Excel on a sample size of 200 respondents to derive insights
 - Devised a Media Plan proposing 10 campaign ideas across all mediums and optimizing current marketing tactics
- Digital Marketing Freelancer , Fitnano Technologies, Remote** **June 2017 - July 2017**
 - Surveyed customer preferences and analyzed statistical data to tweak marketing strategy.
 - Managed 5 Social Media accounts and generated 1,000 leads. Executed Search Engine Optimization on company website.
- Content Marketing Freelancer, TailorBros India, Remote** **Dec 2016 - March 2017**
 - Conducted social media management and increased overall reach by 10,000 which led to 2,000 lead generation
 - Surveyed customer preferences and analyzed 200 data points to tweak marketing strategy
- Data Analytics Freelancer, Xponential Growth Ventures, Noida** **June 2016 - July 2016**
 - Performed Market Research in Noida using Data Analysis and developed insights for Marketing campaigns for the organization to encourage sports in India from grass roots level.

CERTIFICATIONS

- FMCG Sales and Marketing Techniques, ForeVision 2019
- Introduction to R, DataCamp 2019
- Wheebox Employability Skills Test Certificate, Wheebox 2017

ACADEMIC ACHIEVEMENTS AND AWARDS

- Achieved 1st position in Stratazenith, case competition by KGTS, IIT Kharagpur January 2017
- 1st Position, Round Table Conference, IIC Delhi August 2016

POSITIONS OF RESPONSIBILITY

- Digital Strategy Head, MarkUp - The Official Marketing Club of IMT Ghaziabad** **Sept 2018 - March 2020**
 - Conducted 2 campaign analysis and 4 engagement activity resulting in a 3000 increase in our cumulative audience
 - Heading a team of 4 members responsible for management and growth of MarkUp social media handles
- Creative and Digital Marketing Head, Engifest – Cultural Fest of DTU** **Jan 2016 – Mar 2017**
 - Executed pre-fest publicity via social media posts & online competitions;
 - Accomplished an increase of 25% online viewership on the Facebook reaching more than 26,000 likes with a maximum post reach of 1.2 lakh viewers.
- National Vice-President, Global Youth** **April 2016 - April 2017**
 - Oversaw over 50 interactive sessions with diplomatic missions, government bodies, and think-tanks
 - Headed a motivated team of over 500 members spread over 15 countries, 2 cities in India, 8 colleges in Delhi
- Chairperson, India-Brazil Youth Forum** **Jan 2015 - Feb 2016**
 - Led an international team of 11 Indian and Brazilian members and collaborated with Brazilian universities
 - Authored 1 Research Paper, 1 Country Profile and 1 Policy Brief

EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

- Volunteered in Emerging Markets Conference Board at IMT Ghaziabad 2019
- Worked with Katha Foundation NGO under IMT's Sustainability and Social Responsibility Project 2018
- Received H.S Sethi Award for notable social service in field of Blood Donation and Tree Plantation, 2010-2011

OTHER INFORMATION