

Academic Record			
MBA	7.17/10	Indian Institute of Management, Ranchi	2023
B. Tech	8.46/10	National Institute of Technology, Bhopal	2021
Class XII	85.40%	Pragati Vidya Peeth, Gwalior (CBSE)	2016
Class X	95.00%	Neil World School, Morena, M.P. (CBSE)	2014
Academic Achievements	GATE Mechanical – 98+ Percentile , GATE XE – AIR-1319		2021
	2nd topper of Mechanical Engineering (NIT Bhopal) in the 6 th semester		2020
	Awarded Certificate of Merit in class 10 th from CBSE		2014
	National Topper – International Olympiad of Science		2011
Certifications	Certified in The Fundamentals of Digital Marketing by Google Digital		2021
	Qualified in Inbound and Social Media Marketing by Hubspot		2021
	Accredited Lean Six Sigma Green Belt professional by KPMG India		2021
Job Experience			
ICICI Bank		Digital Product Manager	April'23 – Till Date
<i>Elevate the digital experience of the mutual fund investment journey and drive data-driven marketing initiatives</i>			
Business Vertical	Internet Banking – Digital Channels – Investment and Insurance		
Project	<ul style="list-style-type: none">▪ Devised marketing strategies tailored to customer behaviours, inactions, and lifecycle stages▪ Orchestrated impactful digital marketing campaigns across 3 communication channels, collaborating closely with stakeholders to ensure seamless execution and optimal results▪ Leveraged data-driven digital campaigns, driving 400K+ users to MF dashboard i.e. 33% growth▪ Implemented rigorous A/B tests, achieving >1.05 LIFT and heightened campaign conversion rates		
Other Projects	<ul style="list-style-type: none">▪ Proactively maintained, revised, and meticulously monitored the traction of digital properties▪ Spearheaded an Automated WhatsApp Dropoff campaign to increase customer engagement▪ Implemented the Request Callback feature to facilitate hassle-free and smooth digital experience▪ Contributed to the marketing of Series I FY 24 Sovereign Gold Bond during the tranche period		
Impact on Business	<ul style="list-style-type: none">▪ Delivered a monthly revenue (Mutual Fund Fee) contribution exceeding ₹12.5 crore▪ Secured a consistent 21% Month-over-Month growth in SIP Volume starting from April'23▪ Acquired 34% growth in new SIPs and a substantial 70% increase in unique customer count▪ Attained maximum SIP count consecutively for June'23 & July'23 demonstrating target excellence		
Summer Internship			
Bharti Airtel		Sales & Marketing Intern	April'22 – June'22
<i>Designated to increase market penetration & targeted to achieve 10% Utilization in 'Start Strong' RSUs</i>			
Overview	<ul style="list-style-type: none">▪ Business Vertical - Airtel Xtreme Fiber Broadband (Line of Business - Direct to Consumer)▪ Designed, developed and delivered a strategic Toolkit for aggressively acquiring market		
Impact on Business	<ul style="list-style-type: none">▪ Accounted for a MoM growth of 25.41% (GAD) & 27.32% (Logins) count in allocated RSUs▪ Assisted team in 1st ever underground wiring Project & lowered count of spare Home Passes		
Action Plan	<ul style="list-style-type: none">▪ Synchronized market visits to understand the demographics & psychographics for STP mapping▪ Revamped competitor analysis & strategically planned various Below the Line Marketing Activities▪ Framed spiel, emphasised Word of Mouth, leveraged Referral Marketing & Hero Customers		
Managing Team	<ul style="list-style-type: none">▪ Supervised XFE recruitment, Lead and monitored the performance of a team of 10 XFEs▪ Conducted exit interviews for 38 XFEs & classified insights to understand XFE pain points▪ Establish and maintain effective communication with various stakeholders (Including 3 LCOs)		
Projects			
"Performance analysis of Ground Coupled Heat Exchangers" <ul style="list-style-type: none">▪ Designed and executed an underground heat exchanger with a perceived temperature rise of 10-13°C▪ Administered solutions that resulted in a COP range of 1.9-2.9 & hourly heat gain of 423.36 – 846.72 kWh			2021
Industrial Hydraulics , CRISP - Centre for Research and Industrial Staff Performance <ul style="list-style-type: none">▪ Monitored issue of priming in 5 Centrifugal pumps & sought commercial uses of hydraulic machinery▪ Quantified substantial decrease in pumping losses and increase in efficiency of the pumping by 7-10%			2019
Positions of Responsibility			
▪ Captain of Football team, Winner of Agon Rush Inter IIM Sports Meet, IIM Ranchi			2023
▪ Event Coordinator of Annual College Sports Meet, Sportomania, Sports Department, MANIT Bhopal			2020
▪ Sports Captain and Head Boy respectively for 2 consecutive years at Neil World School, Morena, M.P.			2014
▪ Team Leader , 5th position in National Level Robotics Competition organized by ThinkLABS at IIT Bombay			2012
Extra-Curricular Achievements			
IIM Ranchi RUSH – 1st in Marathon (5 Km) 1st in 4*100m Relay Winner of Battle of Bands 2nd in Basketball			2023
Awarded the Most Valuable Player (MVP) and Top Scorer in the Inter College Futsal Competition			2020
Captained NIT Bhopal at the All India Inter-NIT Football Competition among 26 participating NITs			2019
Felicitated by Sangeet Ratna (Classical music) & 1st in Western Musical Orchestra (Sahodaya, CBSE Cluster)			2012
Others			
Interests	Football Basketball Badminton Chess Playing Musical Instruments (Tabla, Piano, Drums)		
Skills	MS Excel MS PowerPoint Digital Marketing Team Management Market Survey Mechanical Eng.		