

Educational Qualifications			
Year	Qualification	Institute	CGPA/%
2022-2024	PGDM	MDI - Murshidabad	71.1
2020	BA (Social Science)	Deen Dayal Upadhyaya University	53.5%
2016	Class XII ICSE	St. Joseph School	65.8%
2014	Class X ICSE	St. Joseph School	82%
Internship			
Mobyink Innovations Pvt. Ltd.		April 23' - July 23' (3 Months)	
Digital Marketing Intern	<ul style="list-style-type: none">Implemented on-page SEO strategies, resulting in increased organic search traffic and Conducted website optimization, technical SEO audits, and on/off-page activities to improve site speed and user experience.Engaged in customer interactions to understand their needs and challenges, providing tailored solutions.Collaborated with the sales team to identify potential leads, demonstrating strong teamwork and also engaged in proactive cold calling efforts to expand the client base.Coordinated with cross-functional teams to deliver on customer expectations and meet business targets.		
SEO Meta Code		September 23' - October 23' (1 Months)	
Marketing Intern	<ul style="list-style-type: none">Conducted comprehensive SEO audits for client websites, identifying and resolving critical issues, resulting in a 20% increase in organic search traffic.Initiated cold calling campaigns that resulted in a 30% increase in leads and contributed to a 10% boost in sales revenue.Leveraged LinkedIn for lead generation, connecting with industry professionals and converting connections into potential clients, resulting in a 25% lead conversion rate.		
Professional Certifications and Achievements			
<ul style="list-style-type: none">acquired Fundamentals of Digital Marketing by Google Digital Garageacquired Google Professional Project Management by Courseraacquired Digital Marketing 101 by SkillUpacquired Six Sigma Green Belt by LinkedIn Learningacquired Meta Social Media Marketing by Courseraacquired Fundamentals of Microsoft Excel by SkillUp			<div>2021</div> <div>2022</div> <div>2022</div> <div>2022</div> <div>2022</div> <div>2022</div>
Positions of Responsibility			
Secretary HrUdbhav (HRCub) MDI Murshidabad March2023– Present	<ul style="list-style-type: none">Helping with the content creation and implementation of HR programs and systems.Leveraged these connections to expand the scope of events, leading to a 35% growth in the diversity of HR topics covered in seminars, conclaves, and workshops.Cultivated partnerships with over 15 diverse companies, leading to the creation of 5 valuable live projects and internship opportunities for students.Initiated and led a mentorship program within the club, connecting junior members with senior mentors to enhance their professional growth.Established valuable industry partnerships, demonstrating commercial acumen and negotiation skills.		
Senior Coordinator CompeteUP Competition Club Oct2022-Present	<ul style="list-style-type: none">Successfully orchestrated 10 engaging competitions on the Unstop platform, involving a total of 10000 participants.Managed 12 successful competitions for CompeteUp with 10,000 participants and established partnerships with companies for 3 live projects.		
Founding member NGO-Sankalp	<ul style="list-style-type: none">One of the Founding members of NGO - Sankalp.Organized Events and Designed Awareness Campaigns for Literacy.		
Skillset			
MS Office (Word, Excel, PowerPoint) Filmora Adobe Lightroom Adobe Premier Pro Canva MS Project SEO			
Extracurricular Activities			
<ul style="list-style-type: none">Won First Position in National Article writing competition on UnstopNational Finalist in Article writing competition SAMVAD by We SchoolOrganized Blood Donation CampWon Second Position in Inter School Carol CompetitionParticipated in Indian Intelligence Test by Dainik Jagran			<div>2023</div> <div>2023</div> <div>2021</div> <div>2014</div> <div>2015</div>
Hobbies/Interest			
Singing	Singing is not just a hobby it is a powerful stress-reliever.		
Cricket	Cricket isn't just a sport for me; it's a source of excitement and camaraderie.		
Photography	Through my lens, I preserve the beauty and significance of each snapshot, demonstrating my keen eye for detail and the art of storytelling.		