

## Profile Summary

A result-oriented professional with a strong foundation in team collaboration, design thinking, attention to detail, data-driven focus, & practical client-facing experience. Dedicated to adding value through effective stakeholder collaboration

## Summer Training Program

Acupro Consulting

May'23 – Jun'23

**Project Title:** Developing effective marketing plan to enhance company's brand visibility and services in the market

- Managed new **website launch**, documenting wireframes with creatives, pictures, info-graphics, landing pages, SEO, and content. Successfully hired and collaborated with website developer vendor
- **Crafted marketing materials** for social media platforms in alignment with brand standards and strategic goals
- Leveraged LinkedIn Sales Navigator to generate leads, pitch potential clients, **manage a 4000-lead sales database**, and achieve **15% follower growth** on social media through comprehensive market research and trends

## Professional Experience

12 months

TalentEdge

Program Advisor

Jun'19 – Jun'20

- Identifying customers' needs, closing deals after systematic counseling to working professionals and ensuring **efficient service delivery** levels
- Strategically plan and execute sales strategies to **maximize revenue, enhance customer retention, and sustain client relationships** through various sales process such as inbound, outbound, emails, click-to-call and direct chat
- Worked on Ameyo (CRM) and generated business of **INR 70 lakhs** in a year

## Academic Qualifications

Degree	Institute	Year of passing	Percentage
PGDM (Marketing)	SOIL School of Business Design, Gurgaon	2024	Pursuing
B.Com (hons.)	J.K Business School, Gurgaon	2019	69.3
12th	G.R.M School, Bareilly	2016	76.4
10th	G.R.M School, Bareilly	2014	70

## Academic Projects/Internships/Live Projects

- Worked as **Client Success Intern at GrowUp Group**, strategically utilized LinkedIn Sales Navigator to generate organic leads for business development and identified **new customer acquisition** opportunities (Sep'22 – Dec'22)
- Worked as a **Business Operations Associate at RML (MSME)**, excelled in data and sales management. Performed daily activities on their accounting software and provided successful **management of key accounts** (Mar'21 – Jun'22)
- Worked as **Marketing Trainee at Force Motors** for their **CSR campaign** leading the drivers' training program. Collaborated with divisional sales & market research team, secured an order of 20 Force travelers (May'19 – Jun'19)
- Executed Business Research project to understand online shopping buying behavior of consumers post COVID-19
- Conducted comprehensive analysis of **brand architecture and brand hierarchy** for 2 detergent brands
- Used **SQL** to extract, transform, & visualize data for an academic project, leading to data-driven decision-making
- Used **Tableau for Data Visualization** and created storyboard to analyze and forecast Superstore sales

## Skills and Certifications

- Certificate of merit for specialization in **Social Media Marketing, Online Advertising and SEO** by Digiperform
- **Google Analytics** to understand filters, reports, dashboards and how to set up goals and campaign tracking
- **Technical skills:** MS Office (Excel & PPT), Data Visualization (Tableau,Visio), Digital Marketing, Canva ,SQL

## Awards and Achievements

- **Senior Placement Coordinator** at SOBD for a batch of **202 students**, responsible for fostering corporate interactions for **building industry relationships** and co-coordinating, conducting job readiness training sessions for the batch
- Received the **Bunsen Burner** award by Acupro Consulting for having creative ideas
- Among **top 1 percentile** in case study competition organized by **IIM Rohtak's Economics Club** (2023)

## Extra-Curricular Activities

- Volunteered in Pehchaan – The Street School (NGO), New Delhi as 30 hours of internship **Social Innovation Program**