

| MBA Marketing   | B.Tech- Mechanical  | CUPSHUP            | Marketing Management          | Treasurer                 | MARCELL      |
|---|---|--------------------|-------------------------------|---------------------------|--------------|
| ACADEMIC  |   |                    |                               |                           |              |
| Qualification   | Institute   | Board / University | Year                          | % / CGPA                  |              |
| MBA   | NMIMS, Navi Mumbai  | NMIMS              | 2024                          | 2.75/4<br>(As per Trim 4) |              |
| B. Tech   | Indus Institute of Engineering and Technology   | INDUS UNIVERSITY   | 2022                          | 8.1/10                    |              |
| XII   | New Tulip International School  | CBSE               | 2018                          | 51.4%                     |              |
| X   | Maharaja Agrasen Vidyalaya  | CBSE               | 2016                          | 5.8/10                    |              |
| Key Modules   | Marketing Management, Visual Analytics (Tableau), Strategy Management   |                    |                               |                           |              |
| SUMMER INTERNSHIP   |   |                    |                               |                           |              |
| Corporate Alliance Executive   CUPSHUP  |   |                    | Apr '23 – Jun '23 (02 Months) |                           |              |
| <ul style="list-style-type: none"><li>Onboarded corporates from the Fortune 500 list of companies on behalf of the existing clientele (Brands), to provide <b>comprehensive branding</b> and marketing support in the <b>BTL</b> mode.</li><li>Researching and identifying alliance opportunities, <b>generating leads</b>, target identification using tools such as <b>Lusha, Signal,etc</b></li><li>Proactively sourcing new business prospects, building and executing exciting corporate <b>strategic partnerships</b> and alliances</li><li>Coordinated with operations team to fulfil the engagement needs in corporate.</li></ul> |   |                    |                               |                           |              |
| WE CARE   |   |                    |                               |                           |              |
| Child Rights and You (CRY)  |   |                    | Feb '23-Feb '23 (21 Days)     |                           |              |
| <ul style="list-style-type: none"><li>Created and organized their current database for the reviews of their past volunteers</li><li><b>Analysed</b>, which activities and on which mode the volunteers are inclined towards</li><li>Suggested them what the organization can do better with their volunteers with the database provided.</li></ul>  |   |                    |                               |                           |              |
| INTERNSHIPS / LIVE PROJECTS   |   |                    |                               |                           |              |
| Intern   PRASADKOCH TECHNIK PVT LTD   |   |                    | Jun'21 - Jul '21(01 Month)    |                           |              |
| <ul style="list-style-type: none"><li>Conducted extensive research projects, delivering actionable insights, and maintained strong client relationships through effective communication and project management</li><li>Conducted extensive research projects, delivering actionable insights, and maintained strong client relationships through effective communication and project management</li></ul>   |   |                    |                               |                           |              |
| Intern   PPI VACUUM PUMPS   |   |                    | May'20 - Jun'20 (01 Month)    |                           |              |
| <ul style="list-style-type: none"><li>Identified opportunities for improving traditional vacuum systems and stayed informed about emerging competitors</li><li>Stayed informed about emerging competitors and market trends</li></ul>   |   |                    |                               |                           |              |
| Intern   DRESSER-RAND   |   |                    | Dec'19- Jan'20 (01 Month)     |                           |              |
| <ul style="list-style-type: none"><li>Significantly improved the efficiency of current compressor systems</li><li><b>Improved sales</b> by pursuing leads generated by the company</li></ul>  |   |                    |                               |                           |              |
| Intern   PATEL AIRTEMP  |   |                    | Jun'19 - Jul'19 (01 Month)    |                           |              |
| <ul style="list-style-type: none"><li>Identified and forged partnerships with superior industry suppliers, resulting in improved product quality and cost</li><li>Diligently managed inventory levels and leveraged supplier relationships to secure competitive quotations</li></ul>   |   |                    |                               |                           |              |
| POSITION OF RESPONSIBILITY  |   |                    |                               |                           |              |
| Treasurer   MARCELL   |   |                    | April '22 - Present           |                           |              |
| <ul style="list-style-type: none"><li>Maintaining the budget of the committee for smooth operations and also creating budgets for all the events that are organized by Marcell, also responsible for sponsorship activities as well as part of content team where we write for the section where we talk about Brand Marketing Tales.</li></ul>   |   |                    |                               |                           |              |
| Executive Member   MARCELL  |   |                    | Jun '22- Mar '23              |                           |              |
| <ul style="list-style-type: none"><li>Content creation for Instagram, LinkedIn, and WhatsApp captions related to Marcell Blogs</li><li>Writing articles for the section Brand Marketing Tales which is a segment for Marcell's blogs</li></ul>  |   |                    |                               |                           |              |
| CO-CURRICULAR AND EXTRA-CURRICULAR ACTIVITIES   |   |                    |                               |                           |              |
| Certifications  | <ul style="list-style-type: none"><li>Certificate in The Fundamentals of Digital Marketing</li><li>Certificate in Introduction to Google Search Engine Optimization</li></ul>   |                    |                               |                           | 2022<br>2021 |
| Academic Achievements   | <ul style="list-style-type: none"><li>Published a paper on the conversion procedure of a Traditional fire extinguisher to an Automatic Fire Retardant Discharge.</li></ul>  |                    |                               |                           | 2022         |
| Extracurricular Activities  | <ul style="list-style-type: none"><li>Participated and winner of the Event Brand Charades, held under SBM flagship event AVION</li><li>Participated under RUBIX 2.0</li></ul>   |                    |                               |                           | 2023<br>2022 |
| Social  | <ul style="list-style-type: none"><li>Languages Known:- Hindi (Fluent), English (Fluent), Gujarati (Fluent)</li><li>Interned at NDNS (NGO) where we revamped newsletters, made itineraries for general public for trees and birds. Learned about the Functioning of an NGO through organising donors and volunteers meet.</li></ul> |                    |                               |                           |              |
| Interests/Hobbies   | <ul style="list-style-type: none"><li>Reading and writing blogs, Cycling, Travelling</li></ul>  |                    |                               |                           |              |