

WORK EXPERIENCE

NIIT Ltd

Associate Content Lead

Aug 22 - Nov 23

- Created engaging training modules aligned with clients' learning objectives, leading to improved learner experience.
- Developed comprehensive storyboards, enabling a clear flow of content and creating captivating learning experiences.
- Managed relationships with stakeholders, facilitating open communication and collaboration for successful project outcomes.
- Led cross-functional teams, ensuring the timely delivery of high-quality training solutions, exceeding client expectations.

Shell (as part of NIIT)

Associate Account Manager

May - Jun 23

- Collaborated with NIIT on Brandon Hall Awards applications for Shell, managing account and content editing, and leading application submission.
- Liaised with Shell stakeholders and contributed to drafting a vendor on-boarding guide for Shell, assisting Shell in showcasing their initiatives through the awards.
- Reviewed and edited content in collaboration with Shell teams, ensuring streamlined processes and successful award submissions. This also involved contributing to Shell's recognition efforts, honing skills in account management, content editing, and stakeholder coordination.

Pinga

Product Management (ELM - YIF)

Sep 21 - April 22

- Collaborated with the CEO to develop a comprehensive product roadmap, encompassing marketing and design strategies, resulting in successful product launches and market penetration.
- Conducted in-depth primary research by conducting 50+ interviews and 10+ focus group discussions, resulting in the creation of user journeys, personas, and empathy mappings that guided product development decisions.
- Analyzed market competition by conducting a comprehensive market study, which informed strategic market positioning strategies for the company.

EDUCATION

Ashoka University

Young India Fellowship - 3.57 GPA

Aug 21 - July 23

- During the Young India Fellowship, I undertook a year-long residential postgraduate diploma in Liberal Studies, gaining exposure to a variety of disciplines including political economy, human rights, Indian society and governance, cultural studies, and action learning.

Alliance University, Alliance School of Business

Bachelor of Business Administration; International Business Major

Nov 17 - June 20

- Relevant Coursework: Marketing of Services, Product and Brand Management, Financial Markets and Services, Financial Statement Analysis, Global Marketing Management, Social Media Marketing and digital Ecosystem, International Finance, E-Commerce Management

SKILLS

- Creative Writing, Market Research, Competitive Analysis, Instructional Design
- Technological Skills: Excel, PowerPoint, HTML, CSS, and JS basic, Balsamiq, Jira, Photoshop, Google Analytics, Hubspot