

## WORK EXPERIENCE

### Masters' Union

Placement Consultant

Feb '24 - Present

- Guide young professionals towards achieving their career goals by continuously preparing them for interviews and managing their expectations throughout the placement process.
- Actively engage in consultative sales to understand clients' needs and deliver tailored solutions, resulting in 100+ successful placements at top-tier companies in India.
- Provide ongoing support and guidance to a batch of 100+ students, ensuring their success and progression within the program.
- Lead development of an in-house Learning Management System (LMS) product, catering to diverse educational and training needs.
- Orchestrate strategic event planning and execution, enhancing brand visibility and attendee experience.

### NIIT Ltd

Associate Content Lead

Aug 22 - Nov 23

- Developed 30+ training courses across 100+ teams, incorporating adult learning theory, contributing to the design and implementation of programs based on skill gap analysis across different programs.
- Created 50+ eLearning modules and webinars, enhancing the learning experience and contributing to the curated end-to-end gamified learning assessments for the L&D programs.
- Reduced user invested time by 15% by optimizing course content, thereby improving efficiency in content delivery & tracking within the in-built LMS.
- Improved user engagement by 25% and customer satisfaction by 10% by analyzing feedback, designing engaging UI/UX.
- Implemented learning analytics to measure the effectiveness of the training programs and made data-driven improvements to enhance learning outcomes.

### Pinga

Product Management (Intern - 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 50+ interviews and 10+ focus group discussions to conduct in-depth primary research, leading to the creation of user journeys, personas, and empathy mappings guiding product development decisions.
- Increased customer satisfaction by 10% through feedback analysis.
- Created and published 50+ social media posts across LinkedIn, Instagram, and Facebook, achieving a 30% boost in social media influence.
- Increased 20% user satisfaction based on feedback analysis and improving the UI/UX of the Pinga app.
- Managed a community of 300+ users, fostering engagement and loyalty.

## Leadership and Agile Management

- Achieved a 15% increase in sales within the first quarter by leading cross-functional teams to develop and launch new product training materials.
- With 97% accuracy, collaborated with cross-functional teams to analyze customer data and identify opportunities for enhancements, while also minimizing QC error data.
- Obtained Scrum Product Owner Certification from Lean Pitch Technologies, enhancing proficiency in agile project management methodologies.

## 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, JS, SQL, Python, Balsamiq, Jira, Clevertap, Mixpanel, Pendo, Figma, Adobe Photoshop, Canva, Google Analytics, Hubspot