

I aspire to deploy my marketing skills & analytical knowledge in the digital world by taking up a commercial role at Movify. I stay abreast with changing market dynamics and believe in establishing superior customer values by providing need-based solutions.

## ACADEMIC BACKGROUND

### Vlerick Business School

*Masters in Marketing and Digital Transformation | July 2020*

- Vlerick Spirit Scholarship: Awarded for entrepreneurial attitude, leadership experience.
- 3rd position in Vlerick Sales Club Competition.
- Courses taken: Applied marketing analytics, big data & artificial intelligence, market research fundamentals, market automation, managing technology trends, marketing strategy & digitalization, sales & service innovation, branding strategy & tactics, digital advertising.
- In-Company Project (April - June 2020) : UCB Pharmaceuticals

### University of Delhi

*Bachelors in Commerce (Honours) | May 2017*

- Graduated with 1st Division ( 74.5%)
- Member of MAC Commerce Society

## EXPERIENCES

### Indian Delegate – 19th World Festival of Youths and Students 2017, Sochi, Russia | 2017

Sessions on Innovation, climate change and economic growth. Developed global outlook and cross-cultural exposure.

### Co-Organizer, Startup conclave, CRUSADE | 2016

Marketing and operations head for a startup talk show that was attended 400 students.

### Social Entrepreneurship Project: Kickstart, AIESEC, The Philippines | 2015

Sold recycled products via Facebook page of an NGO. Generated 4k Pesos from 90 orders in 6 weeks.

### JENESYS Exchange Program, Japan | 2011

Government scholarship to visit Japan and understand the culture. Overcame cultural barriers and developed international mindset.

## WORK EXPERIENCE

### Marketing Associate

*Ansh Beverages Pvt. Ltd (Family FMCG Business)  
New Delhi | April 2018 - July 2019*

- Collaborated with the sales team and increased sales by 5% in 2 months by identifying blind spots in the existing supply routes.
- Built brand value by solving customer needs. Introduced plastic-free gift packaging designed for the festival needs of customers. The company sold 30k gift packages in the year, generating € 50K.
- Closely followed E-commerce trends and tied-up with B2B trading platforms such as indiamart.com & udaan.com and B2C trading platforms such as aapkabazar.com & dayalunited.com.

### Research Intern

*External Affairs, Government of India | Aug 2017-Feb 2018*

- Secondary researched on RCEP, ASEAN India trade relations, and growth of MSME sector in India & ASEAN.
- Planned & executed the social media strategy for the lead to ASEAN-India Commemorative Summit. Led to more than 300k engagement on summit day with 200 posts released in 2 months.
- Liaised with the foreign delegation from ASEAN nations.

## SKILLS

- Microsoft Office (Advanced)
- Google Adwords
- Google Analytics
- Social Media Marketing
- Communication
- Organisational
- Time-management
- Leadership
- Presentation

## LANGUAGES

- English (Advanced)
- Japanese (Intermediate)
- Dutch (Basic)