

EDUCATION

Master of Arts (M.A.), Political Science Indira Gandhi National Open University	2023 - 2025
Bachelor of Arts (B.A.), Political Science University of Delhi	2018 - 2021
Senior Secondary (XII), Telangana State Board Of Intermediate Education Arts Sri Chaitanya Junior Kalasala, Madinaguda Percentage: 96.10%	2018
Secondary (X), Board Of Secondary Education Sri Chaitanya Techno School, Mandapeta CGPA: 9.50/10	2016

TRAININGS / CERTIFICATIONS

Elevating Your Digital Marketing Game Aug 2025 Internshala Trainings, Virtual	Google Analytics Jul 2025 - Aug 2025 Internshala Trainings, Virtual
Lead, Engage, Sell Jul 2025 Internshala Trainings, Virtual	Paid Social Media Marketing- Reach Beyond Organic Jun 2025 - Jul 2025 Internshala Trainings, Virtual
Impacting Audiences With Social Media Organic Jun 2025 Internshala Trainings, Virtual	Search Engine Marketing May 2025 - Jun 2025 Internshala Trainings, Virtual
Build And Rank Your Website Apr 2025 - May 2025 Internshala Trainings, Virtual	Marketing Fundamentals: A Beginner's Journey Apr 2025 Internshala Trainings, Virtual

PROJECTS

360 Digital Marketing Blueprint ↗ Aug 2025 - Sep 2025 Developed and executed a comprehensive 360° digital marketing strategy, including the creation of assets such as images and ad copies to effectively position the brand. Integrated key strategies across SEO, Ads, SMO, and Email Marketing to drive brand growth and enhance online visibility. Optimized marketing budgets across various channels to maximize ROI and ensure cost-effective campaigns. Conducted in-depth analysis and ROI predictions to guide decision-making and continuously improve overall campaign performance.	Google Analytics: Sales Growth Insights ↗ Aug 2025 Analyzed Google Analytics data to evaluate 3-month sales performance and project user growth, identifying key trends and patterns. Reported underperforming products over the past 6 months, offering valuable insights for strategic decision-making. Monitored essential conversion metrics to develop targeted marketing strategies aimed at improving sales performance. Provided actionable recommendations to optimize product performance and drive overall growth, leveraging data analysis to support business objectives.
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3-Month Social Media Plan ↗

Jun 2025 - Jul 2025

Developed a comprehensive 3-month social media strategy, strategically allocating budgets across organic, influencer, and paid marketing channels to maximize brand visibility. Identified and engaged key influencers to boost engagement and extend the brand's reach. Created detailed project analytics to monitor performance and calculate ROI for marketing efforts, ensuring data-driven decisions. Implemented targeted marketing strategies that optimized resources, driving higher engagement and broader audience reach.

ClickBoost Google Ads ↗

May 2025 - Jun 2025

Designed and executed effective advertising funnels to drive engagement and conversions for the assigned brand, optimizing customer journey at each stage. Crafted compelling ad copies tailored to the target audience, significantly enhancing click-through rates. Conducted in-depth keyword research and implementation to improve ad targeting and reach, ensuring greater visibility. Additionally, optimized Google Ads campaigns to enhance performance, refine audience engagement, and achieve measurable results.

SEO and Website Optimization ↗

Apr 2025 - May 2025

Designed and developed a brand website to enhance online visibility and user experience. Implemented SEO best practices to optimize website content and structure for improved search engine rankings. Crafted a forward-thinking SEO strategy aimed at ensuring sustained growth in organic traffic and search engine visibility. Continuously analyzed and tracked website performance, driving improvements to SEO efforts and overall digital presence.

EdTech 3R Funnel ↗

Jul 2025

Developed and executed a comprehensive Edtech funnel strategy to drive customer engagement, reselling, and retention. Designed and optimized email campaigns that significantly improved engagement and conversions for both new and existing customers. Created compelling landing pages to enhance user experience and boost retention rates. Implemented targeted strategies to foster customer loyalty and maximize reselling opportunities, contributing to the growth and success of the Edtech business.

Elevated a Beauty Brand through SMO ↗

Jun 2025

Developed and implemented an organic growth strategy to enhance a beauty brand's online presence through targeted social media optimization (SMO). Designed visually captivating creatives tailored to resonate with the brand's target audience, increasing engagement and brand awareness. Optimized social media content and strategy, effectively driving organic traffic and fostering brand loyalty. Crafted impactful content and campaigns to further boost engagement and strengthen the brand's relationship with its audience.

Audit & Strategise the Brand ↗

Apr 2025

Conducted in-depth market research to identify untapped growth opportunities and emerging target audiences for strategic brand expansion. Analyzed market trends to develop data-driven strategies aimed at enhancing brand presence and capturing new market segments. Applied research insights to formulate actionable marketing strategies, contributing to overall business growth and improving market positioning.

SKILLS

- Video Editing
- Digital Marketing
- Email Marketing
- Photography
- Search Engine Optimization (SEO)