

1st at STRATBUZZ INTRA-COLLEGE & 3 <sup>RD</sup> at DRISTICONE NATIONAL CASE COMPETITION			
Educational Qualification			
Qualification	Institute	CGPA/ %	Year
MBA	• Institute of Management Technology, Nagpur	-	Pursuing
B.Com	• SS Jain Subodh College	65%	2021
XII, AHSEC	• Alpha Beta Jr. College, Nagaon	69%	2017
X, AHSEC	• St. Antony’s High School, Nagaon	86%	2015
SKILLS			
Soft Skills	Strategic Thinking, Storytelling, Leadership, Communication, Cross-Functional Collaboration, Creative, Customer Journey Mapping & Optimization, Analytical Mindset		
Hard Skills	Google Analytics, Power BI, Tableau, HubSpot, Excel, SQL, Market Research, Campaign Optimization, Brand Management, GTM Strategy, Content Strategy		
Work Experience			
BUSINESS STRATEGY Intern, To-Let Globe		01/ 2025 - 03/ 2025	
Strategic Marketing	<ul style="list-style-type: none"><li>Led a brand strategy overhaul by analyzing 5000+ customer touchpoints, increasing digital reach by 105% year-over-year and boosting conversion rate from 2.8% to 4.8%.</li><li>Implemented a multi-channel marketing plan across 4 platforms (IG, LinkedIn, YouTube, and Meta Ads), growing brand engagement by 3.5x within 8 weeks.</li><li><b>Conducted</b> segmentation of 10,000+ consumer data points and built a tiered EMI pricing model, improving lead acquisition by 60% and retention by 40%.</li><li><b>Developed</b> a real-time KPI dashboard using Google Data Studio, reducing decision-making time by 45% and enabling weekly optimization of brand strategy.</li></ul>		
POLITICAL CONSULTANT Intern, PPGF		01/ 2024 - 07/ 2024	
Strategic Marketing	<ul style="list-style-type: none"><li><b>Spearheaded targeted offline voter engagement strategies offline</b>, leading to a <b>10% increase in outreach effectiveness</b>.</li><li>Conducted <b>sentiment analysis on social media trends</b>, enhancing political campaign messaging and increasing <b>donor engagement by 26%</b>.</li><li>Utilized <b>Power BI and Excel</b> to analyze fundraising performance, resulting in a <b>28% boost in campaign donations</b>.</li><li>Optimized messaging for online political campaigns, leading to a <b>32% decrease in negative sentiment response time</b>.</li></ul>		
Academic Achievements			
Government of Assam	• ANNANDORAM Barooah Awards out of 150000+ students		2015
Marketing Projects			
COVID Data Exploration with SQL: Deaths and Vaccinations	<ul style="list-style-type: none"><li>Explored COVID-19 data (85k+ records) using SQL, calculating death and infection rates, managing data import and cleaning, to uncover key trends and insights across locations</li><li>Applied advanced SQL, including joins, window functions (PARTITION BY), CTEs, and temp tables, to calculate vaccination metrics and engineered reusable views for visualization.</li></ul>		2023
Tableau Data Visualization: Building a COVID-19 Dashboard	<ul style="list-style-type: none"><li>Visualized global COVID-19 data in an interactive Tableau dashboard, showcasing key metrics (cases, deaths, trends) from prepared Excel data</li><li>Leveraged Tableau Public to create and share a data-driven dashboard with multiple visualizations, demonstrating data analysis and KPI-Driven Performance Reporting</li></ul>		2023
Brand Positioning & Content Strategy for an FMCG Product	<ul style="list-style-type: none"><li>Transformed a brand storytelling framework, increasing customer engagement by 35%.</li><li>Launched a multi-channel content marketing strategy, leading to a 20% rise in brand recall.</li><li>Conducted A/B testing on campaign messaging, optimizing ad spend efficiency by 15%.</li></ul>		2024
Positions of Responsibility			
General secretary, Centre of Excellence for Sustainability, Growth and Development	<ul style="list-style-type: none"><li>Launched a QR-based digital awareness campaign aligning with centre goals, combining creative marketing and social media strategy to boost engagement.</li><li>Led a campus-wide event by segmenting target audiences, increasing participation by 20% and fostering community involvement by 15%.</li></ul>		2024
Additional Certifications			
COURSERA	• Leadership Skills --IIM Ahmedabad		2024
HUBSPOT	• Inbound Marketing --HubSpot Academy		2024