



IndiaMart Prodman Intern EY Consulting Intern Placement Cell Coordinator NCC Senior Officer					
SUMMER INTERNSHIP					
IndiaMART InterMESH Ltd		Product Management Intern		Apr'22 - Jun'22	
Project Details	<ul style="list-style-type: none">Reduced the bounce rate by 15% across the website landing pages through strategic removal of competition adsIncreased 10% paid subscriptions by implementing a targeted GTM Strategy to convert 10,000+ free accountsAnalyzed 300+ clients worth INR 0.35 Bn+ using SEMRUSH to identify digital spending patterns over 8 quarters				
Initiatives	<ul style="list-style-type: none">Closed a deal worth INR 0.1 mn with ad-firm ROIMinds & reduced 50% cost to give leads for organic targeting				
Achievements	<ul style="list-style-type: none">Generated INR 10 mn+ revenue by supervising 10+ sales executives by upselling subscriptions to 20+ key clients				
MBA COURSEWORK					
Key Courses	<ul style="list-style-type: none">Innovation and Design ThinkingBusiness Models for Digital Eco.Negotiation & Conflict Mgmt.International BusinessIntegrated Marketing Comm.Retail Management				
ACADEMIC PROFILE					
B.Tech. (Food Technology)	College Of Agriculture, Punjab Agricultural University, Ludhiana			7.80/10	2017-21
Class XII	Shivalik Public School, Mukstar Road Ferozepur PB (CBSE)			79.00 %	2016-17
Class X	Shivalik Public School, Mukstar Road Ferozepur PB (CBSE)			10.00/10	2014-15
AWARDS & ACHIEVEMENTS					
Academic Details	<ul style="list-style-type: none">Awarded a Certificate of Merit by CBSE for securing a Perfect 10/10 GPA in Class X Board ExamsReceived the Best Chemistry Student award among 100+ students at the zonal level Science FestivalSecured 1st Rank among 500+ students in Inter-School Science Olympiad Foundation across 8 schools				2015 2017 2010
Scholarship	<ul style="list-style-type: none">Awarded with 100% scholarship for securing the highest marks in the class of X and XI examinations				2015-16
CERTIFICATIONS, INTERNSHIPS & PROJECTS					
KPMG	<ul style="list-style-type: none">Certification - Lean Six Sigma Green BeltExplored the advanced analysis needed to better address complicated problems and provide useful suggestions				2021
Udemy	<ul style="list-style-type: none">Certification - MySQLLearned complex SQL join queries across multiple tables & modeled real-world data to generate SQL reports				2022
Ernst & Young	<ul style="list-style-type: none">Intern - Business Consulting PIPerformed pricing research on 40+ global suppliers for sourcing optimization of 8 medical packaging materialsAnalyzed raw material, packaging & API data of pharmaceutical company for S&OP Process Implementation				2022
Snapdeal	<ul style="list-style-type: none">Project - User Research GrowthAnalyzed process of achieving PMF, Virality, & User Acquisition by studying 5 Consumer Technology AppsFormulated 4 Strategies to optimize Stickness Ratio & generate revenue through Competitive Benchmarking				2022
Aranyaarth Foundation	<ul style="list-style-type: none">Intern - Sales and MarketingGenerated sales of INR 0.1mn in 2 months by collaborating with 8+ B-schools including IIM Bangalore, IIFTDesigned a penetration pricing strategy by analyzing 5+ competitors in market, resulting in 50% sales growthDevised a GTM strategy for B2B sales and developed Edtech service offering by conducting market research				2021
POSITIONS OF RESPONSIBILITY					
College of Agriculture	<ul style="list-style-type: none">Senior Under Officer, NCC CommitteeCommanded the NCC-parade on 26th January and 15th August in front of 500+ students and Vice-ChancellorTrained 80+ NCC cadets as the NCC-Senior Under Officer for the NCC Parade run on the 26th Jan and 15th AugFacilitated in organizing 4 parades on 15th August and 26th January at Punjab Agricultural University, LudhianaSupported NCC in charge to organize 8 activities, including yoga day, poster-making, and Swachh Bharat AbhiyanPlacement Cell Memeber, Placement CommitteeInvited 15+ food processing corporates for recruitment of 100+ students studying Food Technology at PAUIncreased the average salary offered by 32% with a 25% increase in job offers by successfully placing 57 studentsFood Technologist, Kisan Mela - Engagement of farmersAccelerated the preparation of 4 kinds of fruit juice and flavoured milk in a team of 60+ students for Kisan MelaGenerated profit of INR 12,000 by marketing 4 types of juice, flavored milk, & cookies at Kisan Mela, Ludhiana				2019-20 2018-19 2017-21
EXTRA-CURRICULAR ACTIVITIES					
Cultural	<ul style="list-style-type: none">Received B-certificate with an A grade among 300+ students from the various colleges and organizationsEarned NCC C-certificate along with the highest-ranking Senior Under Officer among over 300 studentsAttended Combined Annual Training Camp at District level along 800+ cadets at NCC Academy, Malout				2018 2019 2019
Sports	<ul style="list-style-type: none">Gained the title of 'Best Performer' in the school cricket team out of 50+ players for 3 consecutive yearsSecured 2nd Rank in the Marathon running organized by school as an awareness drive for a healthy lifestyle				2014 2015
Social Service	<ul style="list-style-type: none">Assisted in the organization of blood donation camps 4 times and collected over 600+ blood bags in totoEngaged in a ration, masks, and sanitizers distribution at the time of the pandemic across 1,000 familiesArranged 8 Vaccination Camps over 2-month time period and vaccinated over 3,000 people at the camps				2019 2020 2021
Quizzing	<ul style="list-style-type: none">Received 3rd Rank in quiz contest among 500+ students held at Zonal level Punjab Science Fest, Faridkot				2017
Others	<ul style="list-style-type: none">Hobbies: Playing Harmonium and Singing, Playing Cricket				