



## SUMMARY

PGDM graduate in Marketing and Business Analytics, with hands-on experience in both B2B and B2C sectors. Proficient in market research, data analysis, Marketing consultant and well-versed in emerging AI technologies. I am seeking a dynamic and challenging role in a forward-thinking organization where I can continuously learn and contribute meaningfully. My goal is to leverage my skills to drive business insights and strategic growth, while aligning my professional development with the long-term success of the company. Passionate about staying ahead of market trends and evolving with the latest in technology to deliver impactful results.

## EDUCATION

- INTERNATIONAL INSTITUTE OF BUSINESS STUDY- IIBS PGDM 78%
- MGM UNIVERSITY - 80.3%
- SRI CHAITANYA JUNIOR COLLEGE, HYDERABAD - 95.6%
- SRI KRISHNAVENI TALENT SCHOOL, HYDERABAD - 85%

## SKILLS

- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Able to handle multiple tasks simultaneously
- Microsoft Office
- Lead generation
- Canva, Power BI, Python, SQL, R, Generative AI,
- Machine learning and Artificial intelligence basics,
- Data visualization, and analysis.

## CERTIFICATIONS

- CRTIFICATE OF COMPLETION : PROJECT MANAGEMENT
- CRTIFICATE OF COMPLETION : WHAT IS GENERATIVE AI
- AWARDED MISS PHOTOGENIC BY IIBS COLLEGE
- CERTIFICATION IN MICROSOFT POWER BI
- CERTIFICATION IN MS OFFICE
- CRTIFICATE OF COMPLETION: DIGITAL MARKETING STRATEGY

## PROFESSIONAL EXPERIENCE

### PRE-SALES & PROJECT MANAGEMENT EXECUTIVE – THE UPBRAND (B2B COMPANY)

- Spearheaded pre-sales initiatives, including lead generation, client outreach, and sales conversion for B2B clients.
- Oversaw end-to-end project coordination to ensure timely and effective delivery of marketing campaigns.
- Developed compelling sales collateral and corporate profiles to enhance brand positioning and client acquisition.
- Played a key role in improving sales conversion rates by aligning pre-sales strategies with client pain points.

### MARKETING CONSULTANT & PRODUCT MANAGEMENT – LAUREATE GLOBAL (B2B COMPANY)

- Conducted market analysis to identify trends, customer needs, and competitive products.
- Led efforts in lead generation, strategic development, client collaboration, and brand management.
- Worked on product roadmap planning, cross-functional team collaboration, prototyping, and product testing.
- Contributed to increased sales conversion through targeted marketing insights and client-specific solutions.

### MARKETING AND SALES | BUSINESS DEVELOPMENT INTERN – INTERNZVALLEY (B2C COMPANY)

- Contributed to strategies aimed at sustaining growth in the educational sector.
- Developed and executed a lead generation strategy, resulting in improved outreach.
- Enhanced the sales process and created effective sales strategies to boost outcomes.
- Achieved notable sales conversions by aligning marketing efforts with target customer needs.