



Profile Summary

A detail-oriented professional with experience in delivering impactful solutions and supporting strategic decision-making. Skilled in collaborating with diverse teams to drive projects forward. Adaptable and innovative, focused on achieving measurable results in dynamic environments.

Academic Qualifications

Degree	Year	Institute, University/ Board	% /CGPA
PGDM	2026	Great Lakes Institute of Management, Gurgaon	Pursuing
B. Tech (Electrical Eng.)	2024	BIET, Jhansi	7.32/10
12 <sup>th</sup>	2019	Symboyzia School, Agra	82.2%
10 <sup>th</sup>	2017	Sachdeva Millennium School, Agra	10/10

Skills & Certifications

- Project management Job Simulation – Accenture, 2024 (1 week)
- Business Intelligence Analyst certificate – Udemy, 2024 (1 week)
- Omnichannel Marketing – Lululemon, 2024 (1 week)

Academic Projects/Internship

- Conducted in-depth brand analysis for **Park Avenue**, leveraging frameworks like PESTLE and Porter's Five Forces to understand its products, market positioning, and competitive landscape
- Engineered innovative solutions to revive a dead water body as part of the "**Mission Amrit Sarovar**" initiative by AICTE. Focused on environmental **sustainability** through water conservation techniques, ensuring long-term ecological impact
- Analysed **Nike's** product mix, customer perception of value, distribution channels, and marketing communication strategies to assess brand positioning and market effectiveness

Awards & Achievements

- Finalist** in Analytica 4.0 (Jagran Lakecity University and Grant Thornton), solved **Harvard cases on Amazon and Disney**, providing strategic insights and recommendations
- Organised and led two annual technical fests** (2023 and 2024) at BIET, Jhansi, managing a team of 50+ members
- Qualified Round 1 of **EY Techathon 5.0** by proposing an AI-driven career guidance solution for 12th-pass students, offering personalized insights into career options, educational pathways, and future opportunities

Extra-Curricular Activities

- Event Management Head** (Innovanza-2024): Spearheaded the management of 15+ events within the annual fest, ensuring seamless execution and participation engagement
- Content Strategy Leader** (Innovation and Incubation Cell, BIET Jhansi, 2022-23): Pioneered content strategies that boosted engagement metrics by 40%, significantly enhancing audience interaction