

Ex-Associate Software Engineer, SLS		Brand Management Intern, Trident		Certified MF distributor, NISM	
Summer Internship					
Trident Group					
Trident Paper, Title: Consumer behaviour, Pricing Strategy and Branding Strategy: Insights for Notebook Business					
Project Objective	<ul style="list-style-type: none"><li>Analyse consumer behaviour while purchasing notebooks, develop GTM strategy and Pricing strategies</li></ul>				
Roles and Responsibilities	<ul style="list-style-type: none"><li>Conducted an in-depth exploratory study, employing qualitative interviews with customers and retailers</li><li>Formulated a <b>Route-to-Market</b> strategy to optimize the distribution networks, and to reduce lead times</li><li>Proposed a distribution model optimization plan to streamline product availability and reduce lead times</li></ul>				
Key Learnings and Achievements	<ul style="list-style-type: none"><li>Crafted <b>strategic pricing</b> recommendations, including value-driven and competitive price undercutting</li><li>Advocated for the utilization of <b>online advertising</b> and <b>POS</b> marketing to enhance the brand visibility</li><li>Demonstrated proficiency in <b>marketing strategy, market research, data analysis, strategic thinking</b></li><li>Proposed optimized distribution model-<b>super stockist approach</b>-to streamline operational efficiencies</li></ul>				
Work Experience					(38 Months)
Strand Life Sciences Private Limited, Bangalore					(38 Months)
Associate Software Engineer II, DL: Software					June '20-July '23
Roles and Responsibilities	<ul style="list-style-type: none"><li>Analysed and delivered <b>software development</b> requirement of the company and their hospitals clientele</li><li>Mentored team members by doing their code reviews and helped in onboarding new joiners in the team</li><li>Employed Angular as framework to create a <b>Single Page Application</b> (SPA) which bind data to views</li><li>Delivered appreciable performance on <b>2 Angular</b> based projects with <b>overseas clients</b> of the company</li><li>Managed the sprints by updating daily work in different <b>project management tools</b> like <b>JIRA</b>, Kanban</li></ul>				
Key Learnings and Achievements	<ul style="list-style-type: none"><li>Awarded <b>4+ rating out of 5</b> in all the three annual performance reviews got from the Associate Director</li><li>Built more than <b>20 features</b>; expertise in <b>Front-end</b> framework: Angular, unit tests in Jasmine and E2E</li><li>Contributed in back-end codebase in Kotlin language, built multiple API, update DB via liquibase scripts</li><li>Reduced the <b>development time</b> significantly by bringing UI Material library for features implementation</li><li>Achieved <b>90%+ code coverage</b> and employed <b>best code practices</b> to make the codebase more robust</li></ul>				
Professional Certifications					
NISM-Series-V-A	<ul style="list-style-type: none"><li>Certified as an <b>analyst</b>, mutual fund <b>distributor, marketer</b> under <b>SEBI</b> regulations, 2007</li><li>Learnt basics of equity, debt, valuation, investment, risks, <b>risk mitigation</b>, fund types, etc.</li><li><b>Licensed</b> by Association of Mutual Fund in India (<b>AMFI</b>) as PAN India <b>advisor</b> of MFs</li></ul>				2023
Educational Qualification					
Qualification	Institute			CGPA/ %	Year
PGDM	Management Development Institute Gurgaon			Ongoing	2025
B.Tech (ECE)	Indraprastha Institute of Information Technology (IIITD), Delhi			7.25/10	2018
XII, CBSE	Bharti Public School, Delhi			91.40	2014
X, CBSE	Delhi Public School (Indirapuram), Ghaziabad			10/10	2012
Academic Achievements					
Scholastic	<ul style="list-style-type: none"><li><b>Classified in Top 1%</b> in Joint Entrance Examination (Main Paper- I) organised by CBSE</li><li>Honoured with <b>Dr. S.L. Batra Excellence Award</b> for scoring 91.40% in class 12<sup>th</sup> exams</li></ul>				2016 2015
Projects and Internships					
Live Projects/Training					
Finding Topological Invariant, IIITD	<ul style="list-style-type: none"><li>Constructed point clouds of provided shapes with the help of their parametric coordinates</li><li>Explored different <b>random numbers</b> generator algorithm like Blum Blum Shub generator</li></ul>				2018 (12 Weeks)
Additional Certifications					
Product Management	<ul style="list-style-type: none"><li>Learnt ideation and product strategy, <b>prioritization framework</b>, six sigma concepts, KPIs</li></ul>				2023
Consulting Foundations	<ul style="list-style-type: none"><li>Determined the excellent self-positioning statements and how consultants establish values</li></ul>				2023
AI for Digital Marketers	<ul style="list-style-type: none"><li>Used prompt engineering methods which are used to generate responses based on inputs</li></ul>				2023
Certified Financial Analyst Program	<ul style="list-style-type: none"><li>Assimilated <b>technical analysis</b>, money market, corporate finance, cashflow and derivative</li><li>Gained insights in <b>ratio analysis</b>, financial statements and their analysis, share capital, etc</li></ul>				2023
Extra-Curricular Activities					
Coordinator	<ul style="list-style-type: none"><li>Conducted technology session; introduced kid with AR, VR technology &amp; it's use in study</li></ul>				2019
Sports	<ul style="list-style-type: none"><li><b>Awarded with Bronze medal</b> in a national annual sports festival in the team tournament</li></ul>				2017
Interests					
CBT	<ul style="list-style-type: none"><li>Performed <b>Cognitive Behaviour Therapy</b>, a framework used for the overall personality development</li></ul>				
Trekking	<ul style="list-style-type: none"><li>Intermediate trekker with a passion for exploring remote landscapes and conquering challenging terrain</li></ul>				
Reading	<ul style="list-style-type: none"><li>Fascinated by <b>thriller, war and crime</b> genre based novels from famous authors like Ernst Hemingway</li></ul>				