

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">Analyse consumer behaviour while purchasing notebooks, develop GTM strategy and Pricing strategies			
Roles and Responsibilities		<ul style="list-style-type: none">Conducted an in-depth exploratory study, employing qualitative interviews with customers and retailersFormulated a Route-to-Market strategy to optimize the distribution networks, and to reduce lead timesProposed a distribution model optimization plan to streamline product availability and reduce lead times			
Key Learnings and Achievements		<ul style="list-style-type: none">Crafted strategic pricing recommendations, including value-driven and competitive price undercuttingAdvocated for the utilization of online advertising and POS marketing to enhance the brand visibility.Demonstrated proficiency in marketing strategy, market research, data analysis, strategic thinkingProposed optimized distribution model-super stockist approach-to streamline operational efficiencies			
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">Analysed and delivered software development requirement of the company and their hospitals clienteleMentored team members by doing their code reviews and helped in onboarding new joiners in the teamEmployed Angular as framework to create a Single Page Application (SPA) which bind data to viewsDelivered appreciable performance on 2 Angular based projects with overseas clients of the companyManaged the sprints by updating daily work in different project management tools like JIRA, Kanban			
Key Learnings and Achievements		<ul style="list-style-type: none">Awarded 4+ rating out of 5 in all the three annual performance reviews got from the Associate DirectorBuilt more than 20 features; expertise in Front-end framework: Angular, unit tests in Jasmine and E2EContributed in back-end codebase in Kotlin language, built multiple API, update DB via liquibase scriptsReduced the development time significantly by bringing UI Material library for features implementationAchieved 90%+ code coverage and employed best code practices to make the codebase more robust			
Professional Certifications					
NISM-Series-V-A		<ul style="list-style-type: none">Certified as an analyst, mutual fund distributor, marketer under SEBI regulations, 2007Learnt basics of equity, debt, valuation, investment, risks, risk mitigation, fund types, etc.Licensed by Association of Mutual Fund in India (AMFI) as PAN India advisor of MFs			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">Classified in Top 1% in Joint Entrance Examination (Main Paper- I) organised by CBSEHonoured with Dr. S.L. Batra Excellence Award for scoring 91.40% in class 12th exams			2016 2015
Projects and Internships					
Live Projects/Training					
Finding Topological Invariant, IIITD		<ul style="list-style-type: none">Constructed point clouds of provided shapes with the help of their parametric coordinatesExplored different random numbers generator algorithm like Blum Blum Shub generator			2018 (12 Weeks)
Additional Certifications					
Product Management		<ul style="list-style-type: none">Learnt ideation and product strategy, prioritization framework, six sigma concepts, KPIs			2023
Consulting Foundations		<ul style="list-style-type: none">Determined the excellent self-positioning statements and how consultants establish values			2023
AI for Digital Marketers		<ul style="list-style-type: none">Used prompt engineering methods which are used to generate responses based on inputs			2023
Certified Financial Analyst Program		<ul style="list-style-type: none">Assimilated technical analysis, money market, corporate finance, cashflow and derivativeGained insights in ratio analysis, financial statements and their analysis, share capital, etc			2023
Extra-Curricular Activities					
Coordinator		<ul style="list-style-type: none">Conducted technology session; introduced kid with AR, VR technology & it's use in study			2019
Sports		<ul style="list-style-type: none">Awarded with Bronze medal in a national annual sports festival in the team tournament			2017
Interests					
CBT		<ul style="list-style-type: none">Performed Cognitive Behaviour Therapy, a framework used for the overall personality development			
Trekking		<ul style="list-style-type: none">Intermediate trekker with a passion for exploring remote landscapes and conquering challenging terrain			
Reading		<ul style="list-style-type: none">Fascinated by thriller, war and crime genre based novels from famous authors like Ernst Hemingway			