

Dedicated business analyst who thrives in environments where exemplary organisational outcomes are achieved through process adherence, maximising efficiencies and customer satisfaction. Effective collaborator who builds productive relationships with diverse team members and stakeholders.

## KEY SKILLS

- Requirements gathering & analysis
- Acceleration of sales cycle strategies
- Cost reduction
- Cross-functional coordination
- Risk Management

## EDUCATION

- Master of Economics, University of Lucknow, 2022: 8.0 CGPA
- Bachelors (Honours) of Economics, Kamala Nehru College, Delhi University, 2020: 7.5 CGPA
- Intermediate (I.S.C.), La Martiniere Girls College, Lucknow, 2017: 95%
- High School (I.C.S.E.), La Martiniere Girls College, Lucknow, 2015: 97%

## CAREER HISTORY

### **MPower Global Stem Education, Academic Counsellor/Sales Manager, New Delhi: 2019-2022**

- Maintained relations with existing customers and developed new business relationships which increased customer basis by 30%.
- Resolved multiple client integration issues by acting as a bridge between clients and administration which resulted in a 50% reduction in customer complaints.
- Performed rapid cost analysis and generated quotes for RFPs.
- Facilitated training contents, assessed assignments, and supervised research term papers for Sales.

### **NGO/Make a Difference, Manager, New Delhi: 2019-2022 (Part-time)**

MAD (Make a Difference) mobilises young leaders towards ensuring equitable outcomes for children in need of care and protection. With a wide footprint and reach of 23 cities in India, it provides 960 hours of academic support to more than 200 students.

- Accomplished department objectives by managing staff, planning, and evaluating department activities and training employees. Trained a total of 150 employees in four years.
- During Covid-19, switched to online teaching and dealt with almost 50 students per class. Improved their school grades by 15%.

### **Aadox, ValuEndow Consultancy, Solulab, Rower, Fliplocation: Content Writer, Editor, Website designer, New Delhi: 2018-2019**

- Worked with the above companies to manage various aspects of content creation using Search Engine Optimisation (SEO).
- Researched industry topics and wrote marketing strategies to promote products and services. Collaborated with marketing teams to prepare content on social media, blogs, articles, and company websites using Content Management Systems (CMS).
- Led the team responsible for managing site appearance and related technical aspects such as site speed, traffic management, and content creation.
- Edited content to improve readability and conducted keyword research using SEO best practices to increase site traffic. Wrote 10 press releases and edited 7+ blogs per week.
- Developed optimal methods to create compelling headlines and identify gaps in the companies' website.

**Dineout & Inkpot, Campus Sales Ambassador, New Delhi: 2017-2018**

Dineout enables its customers to book tables online. The service is available in more than 20 cities in India and is expanding.

- Created awareness about the brand, connected with peers on the campus and helped company in generating additional revenue.
- Designed 3 social media posters and co-authored 15 promotional blogs weekly.
- Measured and executed digital marketing activities on Facebook and Instagram which resulted in 10% conversion from commercials on these platforms.

**INTERESTS**

- Model United Nations (Debate) for 4 years
- Trained Kathak Dancer
- Community involvement- volunteering at different NGOs and animal shelters
- Volunteering as an EMT
- Blogging on various national and international issues
- Digital marketing, creative writing and advanced research