



**Best Manager Award| Best Personality Award| Double MBA| Book Writer| MTV Roadies shortlisted| People's Manager**

### ACADEMIC PROFILE

M.B.A(Marketing & HR)	MITM, DAVV University, Indore	60.50	2010-13
BTech ( Computers )	IEET, Himachal Pradesh University, Shimla	60.50	2003-09
Class XII	D.A.V Public School, Chandigarh ( CBSE )	62.60	2002-03
Class X	D.A.V Public School, Chandigarh ( CBSE )	68.80	2000-2001

### WORK EXPERIENCE

**107 Months**

Edunicorn Enterprises		Product Marketing Manager	Feb'13-Dec'21
Initiatives	<ul style="list-style-type: none"> <li>Initiated a way on how to target various <b>Customer segments</b> and who all to put an <b>Impact</b> on.</li> <li>Developed and implemented a product led <b>Growth Strategy</b> and also launched new <b>Products</b> and features</li> </ul>		
Roles & Responsibilities	<ul style="list-style-type: none"> <li>Presented a very <b>Impactful</b> approach towards <b>Leadership</b> and deployed various <b>Strategies</b></li> <li>Followed a <b>Customer centric</b> approach to attain <b>Growth</b> which can present a very good <b>Track record</b>.</li> <li>Handled <b>Branding</b> of <b>IMS Educations</b> from initial stage and was able in <b>repo building</b> of it in education field</li> <li>Generate a <b>hike of 20%</b> in targetted selections in top <b>management colleges</b> through inclusion of <b>digital learning</b></li> <li>Remained a <b>constant performer</b> as achieved the target in advance and <b>rewarded</b> with benefits for extra <b>achievements</b>.</li> <li>Visited all engineering colleges of Indore to educate about <b>product</b> and <b>generated a huge figure</b> everytime</li> </ul>		
Achievements	<ul style="list-style-type: none"> <li>Achieved <b>Targets</b> on time to get a Promotion from <b>Marketing Manager</b> to <b>Product Marketing Manager</b></li> </ul>		

### SUMMER INTERNSHIP

Capgemini Technology Service India Ltd.		Branding Intern	Apr'23-Jun'23
Roles & Responsibilities	<ul style="list-style-type: none"> <li><b>Strategically</b> followed and <b>Executed</b> the survey among all levels of <b>Capgemini</b> Employees.</li> <li><b>Communicating</b> with all different level of Employees to know <b>Brand value</b> of <b>Capgemini</b> they Perceive.</li> </ul>		
Project Details	<ul style="list-style-type: none"> <li>Study and analysis of <b>brand campaign</b> to create <b>brand awareness</b> and <b>Brand pride</b> amongst employees of <b>Capgemini</b>.</li> <li>Handled the <b>Branding</b> part of Capgemini in <b>Marketing</b> department and utilized the tool of <b>communication</b>.</li> <li>Used my own <b>Creativity</b> to develop some <b>Strategy</b> for Proper <b>Execution</b> to get a result full of <b>Impact</b></li> </ul>		

### POSITIONS OF RESPONSIBILITY

Indian Society for Technical Education	<ul style="list-style-type: none"> <li>- <b>Executive Member, ISTE</b>- Got a chance to be <b>Executive member</b> of <b>Indian Society for Technical Education</b> for the college <b>representing state</b></li> </ul>	2005-06
Social Welfare Society	<ul style="list-style-type: none"> <li>- <b>People's Manager, Organizing Team</b> - <b>Trained</b> 100% <b>visually disabled</b> candidates of <b>MP</b> to earn their livelihood and live life respectfully - <b>Awarded</b> under the supervision of <b>Social Welfare Society</b> of India by our Honorable <b>Chief Minister of MP</b></li> </ul>	2018
IEET	<ul style="list-style-type: none"> <li>- <b>Organizing Secretary, Organizing</b>- <b>Organized</b> a Tech fest by the name <b>EMANATION</b> which hold several college participation from <b>INDIA</b></li> </ul>	2007

### EXTRA CURRICULAR ACTIVITIES

Management	<ul style="list-style-type: none"> <li>Won the credit of being The Smart Manager during my MBA for a case study competition among whole college.</li> <li>Got First Position in inter college Floor Crossing competition among whole engineering college</li> <li>Was named as Best Personality in MBA after competing in a Extempore among all participated candidates</li> <li>Written a book by the name " The Loan Runner:Sandy" which is my autobiography and deals with my struggles</li> <li>Selected as Best Manager among whole college in inter college competition organized by my Management college</li> </ul>	2011 2006 2012 2020 2020
Cultural	<ul style="list-style-type: none"> <li>Shortlisted in Mtv Roadies 4.0 among whole North Indian candidates based on GD Performance</li> <li>Secured 3rd position in collage making competition in inter college competition organized in IEET Baddi</li> <li>Performed as Lead vocalist of Rock band invincible and performed at various places including Rock idols</li> <li>Recognized as the Best Actor and best in negative role in 2 different plays at Tagore theatre</li> <li>Bagged 1st prize in English solo singing in a competition conducted by NIT Hamirpur in Himachal Pradesh</li> <li>Awarded by MP government as People's manager for managing all visually disabled candidates of MP</li> </ul>	2007 2006 2005 2003 2006 2008
Social Service	<ul style="list-style-type: none"> <li>Trained visually disabled candidates to learn different means to earn their livelihood respectfully</li> </ul>	2008