

**EDUCATION**

EXAM / DEGREE	YEAR	NAME OF INSTITUTE
B.E. (ECE)	2021-2025	Jaypee Institute of Information and Technology
12 <sup>th</sup> Board (CBSE)	2021	Dewan Public School (94%)
10 <sup>th</sup> Board (CBSE)	2019	St. Thomas English Medium School (89.6%)

**EXPERIENCE**

- PROCOL July 2025 – present  
Gurugram, Haryana

*Growth & Strategy Analyst*

  - **Usability Validation Checkpoint:** Cut workflow drop-offs from 22% to 7% by designing and rolling out a post-workflow usability checkpoint and partnering with Product, Engineering and Analytics to measure task completion, error rates, and abandonment.
  - **Product Roadmap Optimization:** Reduced roadmap cycle time 22% and increased feature adoption by 27% by creating a quarterly stakeholder prioritisation framework that ranked requests by user impact and revenue potential.
  - **Backlog Strategy & Competitive Insights:** Performed competitive and market analysis of 3-5 peers to recommend configurable workflow modules and plug-and-play integrations, which shaped product positioning and backlog priorities.
  - Built operational trackers and dashboards (SQL, Excel, Power BI) to monitor adoption, identify at-risk accounts, and ensure owners had daily visibility into recovery actions.
  - Translated business goals into clear PRDs and user stories; supported sprint planning, QA validation, and post-launch performance monitoring.
  
- INNOVACER Jan 2025 – July 2025  
Noida, UP

*Business & Growth Analyst (intern)*

  - **Customer Integrity Gains:** Cut onboarding escalations 30%, lowered early churn 11%, and shortened implementation time 13% by leading a cross-functional initiative to remove a redundant third-party integration and automate verification checks, validated through SQL-based dashboards and phased rollouts.
  - **Onboarding Playbook Revamp:** Redesigned and rolled out a standardised onboarding playbook and handoff checklist for Implementation and CS teams, including step-by-step integration workflows, ownership mapping, SLA timelines, escalation triggers, and client communication templates; driving 65% higher onboarding step adoption and 18% faster integration resolution.
  - **Demo Playbook & Messaging Framework:** Developed persona-focused demo scripts and messaging frameworks by conducting data-driven buyer-persona research, collaborating with sales and marketing, iterating through role-plays and pilot demos, and training reps on the new playbooks, boosting demo-to-meeting conversion by 6% and accelerating the sales cycle for key accounts.
  - **Project leadership:** Led the end-to-end project to simplify integrations and improve onboarding: scoped the problem with stakeholders, prioritised fixes, coordinated engineering and CS for implementation, and owned validation and rollout; all measured with live dashboards and weekly stakeholder updates.
  
- Ernst & Young Limited July 2024 – Oct 2024  
Gurugram, Haryana

*Summer Intern*

  - Mapped the entire onboarding journey using flowcharts and shadowing CX teams to identify friction points, proposing fixes (rearranging KYC steps) that improved the sign-up experience and reduced drop-offs by 7%.
  - Supported growth initiatives by setting up funnel tracking in Google Analytics, running 2 key A/B tests on onboarding emails, and creating user nudges that improved feature adoption by 5% and trial-to-paid conversions by 3%.

**TECHNICAL SKILLS**

- **Skills:** JIRA, Figma, Power BI, SQL, Orum, Excel, Python, HubSpot, Salesforce, Outplay, Octopus, N8N
- **Soft Skills:** Persuasive Communication, Active Listening, Goal-Driven Mindset, Adaptability, Roadmapping & product-strategy

**ACHIEVEMENTS**

- **Marketing Head, JYC, Noida -62**
- Led a team of 5 in organising a campus event, securing sponsorships worth ₹ 1.5 L through cold outreach and value-based partner pitches.
- Focused on consistent branding and targeted outreach to build a robust brand presence, evidenced by month-on-month follower engagement and post impressions growth.
- PR head in the annual event of Robotics Hub (Ucr) at JIIT Noida.
- Participated in ROBO Wars at IIT Kanpur Techfest (Techkriti) in the 15 kg category.

**PROJECT**

- **CampusHub : End-to-End Event Discovery & Engagement Platform**
  - **Organiser Analytics & Funnel Optimisation Module:** Designed dashboards to track RSVP-to-attendance conversion, drop-offs, and reminder effectiveness; introduced automated reminder flows and attendance-prediction logic, reducing no-shows at pilot events and improving average turnout.
  - **Workflow Automation & Stakeholder Coordination System:** Implemented structured approval workflows, ownership mapping, payment reconciliation, and standardised communication templates, eliminating manual spreadsheet tracking and reducing coordination time for organisers.