

Branding		Campaign Management		Food Enthusiast	
Live Project					
MarketsandMarkets				(2 Months)	
Title: Analyzing MarketsandMarkets Knowledge Store Platform				April '24-May '24	
<ul style="list-style-type: none"><li>• <b>Mapped and analyzed</b> workflows of 2000+ users from across geographies to identify key interaction patterns and behaviors.</li><li>• Employed <b>heatmaps</b> to visualize user clicks and interactions, identifying high-engagement areas and potential pain points.</li><li>• <b>Assessed</b> critical metrics such as clicks per minute (CPM), adoption rate, drop points, frequency of visits, conversion rate, session duration, pages per session, and engagement time.</li><li>• Provided <b>strategic recommendations</b> that led to improved user onboarding, feature promotion, enhanced navigation, content localization, and overall performance optimization of the Knowledge Store platform.</li></ul>					
Work Experience				(4 Years)	
ALT360Media, Gurugram				(3 Years 6 Months)	
Client Relationship Manager				Jan '20 - July '23	
Roles and Responsibilities		<ul style="list-style-type: none"><li>• Led sales and business development initiatives by driving the customer success lifecycle, from onboarding to retention, ensuring high satisfaction and repeat business.</li><li>• Managed relationships with C-level executives and key stakeholders, driving business growth and ensuring maximum value from services through long-term client partnerships.</li><li>• Consistently overachieved quota by developing tailored client strategies, identifying upselling opportunities, and advocating customer needs to internal teams.</li><li>• Retained and grew major client accounts, such as Decathlon, M&amp;S, and House of Hiranandani, delivering 3-4x performance improvements by aligning campaigns with client business goals.</li><li>• Managed end-to-end sales processes, from initial engagement to proposal development, negotiation, and closing, ensuring timely delivery and exceeding customer expectations.</li><li>• Drove client satisfaction through consultative, value-based selling and data-driven insights.</li><li>• Led multiple successful campaigns and upselling efforts, resulting in a 25% year-over-year increase in client satisfaction and a significant growth in account revenue.</li><li>• Successfully closed multiple sales deals by developing tailored proposals, negotiating terms, and addressing client pain points.</li></ul>			
Key Learnings and Achievements		<ul style="list-style-type: none"><li>• Developed skills in managing client relationships, setting expectations, and delivering on KPIs to ensure client satisfaction and long-term engagement.</li><li>• Learned to effectively manage and integrate multiple social media platforms to amplify campaign reach and ensure consistent brand messaging.</li><li>• Received <b>Employee of the Year award for 2022</b> for managing more than 30 campaigns annually.</li><li>• <b>Promoted</b> for performance &amp; consistently exceeding expectations in appraisal cycle of FY 2023.</li></ul>			
Rag Sofdash, Faridabad				(6 Months)	
Business Development Executive				July '19-Dec '19	
Roles and Responsibilities		<ul style="list-style-type: none"><li>• Identified and targeted potential clients through market research, cold calling, email campaigns, and networking, driving new business opportunities and expanding the client base.</li><li>• Developed and executed sales strategies to promote software solutions, focusing on meeting client needs and achieving revenue targets.</li></ul>			
Key Learnings and Achievements		<ul style="list-style-type: none"><li>• Gained experience in tailoring sales approaches to client needs, enhancing solution-based selling skills.</li></ul>			
Educational Qualification					
Qualification		Institute		CGPA/ %	Year
PGDM-BM		Management Development Institute, Gurgaon		6.5	2025
B. Com		University Of Delhi		65%	2017
Positions of Responsibility					
MDI Gurgaon					
Core Team Member, Alumni Committee		<ul style="list-style-type: none"><li>• Organized events, reunions, and networking sessions to strengthen relationships between the alumni community and the institute, fostering a sense of belonging and collaboration.</li></ul>			2024
Academic Projects					
Market Entry, Tata Tea in UAE		<ul style="list-style-type: none"><li>• Conducted a market entry analysis for Tata Tea in the UAE, leveraging Porter's 5 Forces and PESTEL frameworks to assess competitive landscape, market conditions, and strategic opportunities.</li><li>• Recommended the target market, positioning strategy &amp; ways of market entry in UAE</li></ul>			2023
Extra-Curricular Activities					
<ul style="list-style-type: none"><li>• Provided freelance Annual ITR return and GST filing services for 30+ individual clients, ensuring 100% timely and accurate submissions, which improved compliance and client satisfaction.</li><li>• Volunteered at MY PARLIAMENT NGO, led by Defense Minister Rajnath Singh, contributing to initiatives that increased civic engagement by 20% and community awareness across five districts.</li></ul>					2018
Interests					
<ul style="list-style-type: none"><li>• Passionate about maintaining a healthy and active lifestyle through regular fitness routines.</li><li>• Experience in meal planning, recipe development, and execution of dishes for family and friends.</li></ul>					