

Education		
UNIVERSITY OF ALLAHABAD		
Master of Business Administration (Specialisation in Marketing)		2024
UNIVERSITY OF ALLAHABAD		
Bachelor of Commerce		2022

Experience		
GENERAL ENGINEER WORKS		Prayagraj
Trainee		Jul 2023 – Aug 2023
<ul style="list-style-type: none"><li>Analyzed financial statements (balance sheets, P&amp;L &amp; cash flow) to assess the company's financial health.</li><li>Identified key growth drivers by analyzing financial ratios and correlating them with marketing efforts.</li><li>Created detailed reports summarizing findings, using graphs, charts, and tables for clarity.</li><li>Leveraged marketing knowledge to interpret financial data, understanding its impact on marketing strategies and business growth.</li></ul>		
AD SOFTEX (INDIA) PVT LTD		Prayagraj
Marketing & Branding Trainee		Jan 2023 – Feb 2023
<ul style="list-style-type: none"><li>Analyzed competitors' marketing strategies by reviewing websites, social media profiles, and customer feedback.</li><li>Compiled data into comprehensive reports to identify market trends and opportunities.</li><li>Ensured consistency in brand messaging by maintaining brand guidelines across all platforms.</li><li>Assisted in brainstorming &amp; planning marketing campaigns, including defining objectives and deciding target audience.</li><li>Utilised customer feedback to identify areas for improvement and collaborated with the product development team to implement changes.</li></ul>		

Positions of Responsibility		
IPEM Funfest		
<ul style="list-style-type: none"><li>Collaborated with the organizing team to plan and execute the Funfest Quiz event.</li><li>Secured resources and materials, including buzzers, question sheets, and prizes, leading to a 15% reduction in costs.</li><li>Promoted the event through posters, social media, and announcements, increasing awareness and visibility by 40%.</li><li>Coordinated with judges and scorers to evaluate participant responses for a fair and timely evaluation.</li><li>Provided post-event feedback and insights to the organizing team for future improvements and enhanced experience.</li></ul>		
Commerce Club		
<ul style="list-style-type: none"><li>Participated in planning events, executing activities &amp; resolving issues, leading to a 30% increase in event participation.</li><li>Collaborated with team members to create various engaging and interactive activities for club members.</li><li>Promoted events among students and faculty through various channels like social media, posters, announcements etc.</li><li>Streamlined the registration process, reducing wait times by 20% and improving the overall attendee experience.</li></ul>		

Skills			
• MS Office	• Bookkeeping	• Financial Analysis	• Research
• Google Analytics	• Accounting	• Data Analysis	• Leadership
• WordPress	• Financial Statements	• Marketing Campaigns	• Decision-Making
• Microsoft Excel	• General Ledger	• Reporting	• Communication
• Microsoft PowerPoint	• Management	• Collaboration	• Problem-Solving

Certifications	
<ul style="list-style-type: none"><li>The Fundamentals of Digital Marketing</li><li>Project Management</li></ul>	

Volunteering	
<ul style="list-style-type: none"><li>Participated in emergency drills and exercises to improve response readiness.</li><li>Coordinated and organized emergency shelters.</li><li>Collaborated with local authorities and community members on disaster mitigation education.</li><li>Acted as a point of contact during emergencies, assisting with communication and logistics.</li></ul>	