

## PROFESSIONAL EXPERIENCE

- Teaching Assistant, Seth G.L Bihani S.D P.G College, Sri Ganganagar** **Sep 2018 - Feb 2020**
- Transformed Classroom dynamics by implementing innovative teaching methods as a Teaching Assistant
  - Identified the need for interactive learning experience and introduced hands- on activities , and collaborative projects
  - Soared by 50% , student motivation and participation fueled a remarkable improvement in overall academic performance
- Intern, Wildlife Institute of India(WII), Dehradun** **Sep 2018 - Oct 2018**
- Elevated the research efforts as an intern at the WII, while working on the Torrent Frog Project
  - Identified the declining population and habitat destruction in Uttarakhand region and spearheaded a comprehensive field survey and monitoring program
  - Gathered vital data of 3 different amphibian species, leading to the creation of conservation plans backed by solid evidence

## EDUCATION

Year	Degree	Institute
2020 - 22	B.Ed	Indira Gandhi University, Meerpur, Haryana
2015 - 17	M.Sc Zoology	Seth G.L Bihani S.D P.G College, Sri Ganganagar
2011 - 14	B.Sc (Hons.) Zoology	Deen Dayal Upadhyaya College, Delhi
2009 - 10	12th Grade CBSE	B.S.F Sr. Sec. School, Sri Ganganagar
2007 - 08	10th Grade CBSE	Arorvansh Public School, Sri Ganganagar

## CURRENT EXPERIENCE

- The Marketing Launchpad, Kraftshala, Online** **Jul 2023 - Present**
- Selected as a part of a batch of 75+ students from all over India for The Marketing Launchpad Program
  - Completed ~600 hours of training across 14 weeks (10 hours/day)
  - Strategized an integrated campaign across FB and Google for Just About Marketing with Rs 3000 as a budget to generate traffic to website. The plan included selection of platforms , Campaign objectives, buying types, targeting, budget split and creating media plan and real time optimisation for 5 days
  - FB Ads Project: Strategized a media plan for Jio Cinema with 2 Crores as a budget to drive awareness and eventually maximize app installs and website conversions over 2 months- the plan included campaign structuring, budget distribution, targeting, placements, ad formats
  - Google Ads Project: Strategized a campaign for Hershey's Exotic Dark Chocolate with given budget to generate 1 lakh sales through google search ads in 3 months- the plan included campaign structuring, Keyword research, budget distribution, targeting, placements

## POSITIONS OF RESPONSIBILITY

- Volunteer, Antardhwani, Annual Cultural Fest Of University of Delhi** **Feb 2014**
- Elevated the cultural experience by actively facilitating diverse interactions among participants, artists, and attendees
  - Amplified the event's impact on 1000 of attendees by organizing captivating performances, interactive activities like quiz, and a vibrant display of vibrant cultures resulting in nurturing a spirit of inclusivity and cultural exchange among students
- Organizer, Deen Dayal Upadhyaya College, Delhi** **Jul 2013 - Nov 2013**
- Revitalized the engagement of students as an Organizer at Synapses, Zoological Society of DDUC
  - Recognized the need for increased participation in zoological activities and events and implemented a series of interactive workshops, guest lectures attracting average attendance of 60 students

## CERTIFICATIONS

- Foundations of Digital Marketing and E-commerce, Coursera, Remote** **Mar 2023**
- Create and Design Digital Products Using Canva, Coursera, Remote** **Mar 2023**

## EXTRACURRICULARS

- Participant, Inter-School Debate Competition, Sri Ganganagar**
- Demonstrated exceptional skills and acumen in debate competitions, securing victories and making a significant impact
  - Emerged victorious in many competitions, earning recognition for critical thinking, effective communication, and the ability to articulate compelling arguments

## OTHER INTERESTS

- Reading**
- Immersed myself in the captivating world of reading, experiencing a transformative impact on my life, expanding my knowledge, imagination
  - The last book I read was "Ikigai-The Japanese Secret to a Long and Happy Life" . It teaches us how to find happiness by doing what we love and what we're good at.