



## Career Objective

I have staunch faith that the key to success is being passionate about what you do and my passion lies in the field of Business Development and Brand Building. This placement would be a great opportunity for me to put my knowledge to use and also get the needed exposure in this field.

## Academics

Year	Degree	CGPA (%)	University/ Institute
2016	PGDM (Marketing)	60.00%	Institute of Management Technology, Nagpur
2010	B.E. (C.S.E.)	68.78%	Gyan Ganga Institute of Technology and Sciences, Jabalpur (RGPV)
2006	12 <sup>th</sup>	69.80%	Christ Church Senior Secondary School, Jabalpur (CBSE)
2004	10 <sup>th</sup>	70.40%	Christ Church Senior Secondary School, Jabalpur (CBSE)

## Professional Experience

Total Experience - 30 months

### Summer Intern, Haldia Petrochemicals Ltd., Kolkata

Apr 2015 – May 2015

- Responsible for identifying the potential of new Business opportunity
- Evaluated the estimation of BOPP Demand and Supply in the Eastern India
- Conducted primary research of more than 100 suppliers / dealers / manufacturers of BOPP film to analyse the potential of BOPP film market in Eastern India
- Analysed data to find 10% growth rate of the BOPP film demand and production in India
- Found that over 2000 MTM of Demand-Supply gap for BOPP film in Eastern India that can fulfil by HPL
- Recommended to HPL may develop downstream BOPP Film manufacturing unit in West Bengal, looking at the Demand- Supply gap.
- Provided report of BOPP Market Sales Channels and about their competitors' strategies.

### Senior Engineer, Tata Elxsi, Bengaluru

November 2010 – April 2013

- Part of development team working on wireless connectivity technologies
- Responsible for Documentation, Designing and Developing Decoder Module of WiMAX 16e –
- Expert in Protocol stacks Data structure C programming
- Facilitated & managed team of 4 members to Integrate and Debug RoHC Module of FDD LTE
- Interacted with overseas clients for gathering requirements, delivering & debugging module package patch

## Academic Projects

### Conducted a research for the monthly expenditure of IMT Nagpur Students

- Collected & analysed primary data through survey of students' lifestyle behaviour
- Insights found: More than 70 % loves online shopping and spends more than 80 % on food items
- Suggested new ways to improve IMT Nagpur mess functionality and they did.

### Prepared Marketing Campaigns Report

- Prepared different Marketing campaigns ideas for Houzz.com, which provides a platform for architects and designers.
- Campaign varied from Google trends to SEO. Includes Experiential Marketing to E-mail Marketing

## Skills

**Business Skills:** Strategic Thinker, Influencer, Relationship Management, Technologically savvy, Team Player, Commencer, Persuasion

**Technical Skills:** Star UML, Microsoft Visio, MS Office, Tableau, R-Studio, IBM SPSS, Google AdWords, SEO

**Hobbies:** Exploring new apps, Gourmand, listening binaural beats, Gathering knowledge about new technologies, socially active