

EDUCATION

Purdue University | Krannert School of Management
Bachelor of Science in Marketing | May 2020
Concentration: Analytical Consulting

CONTACT INFORMATION

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EXPERIENCE

Purdue Marketing & Media

Marketing Strategy Intern | May 2018 - Present

- Collaborate with Purdue University's chief marketing strategists to meet with clients, plan, and assist with the effective execution of marketing strategies.
- Conduct market research and benchmarking as a foundation for marketing strategies.
- Lead Purdue's year long 150th anniversary celebrations as Student Ambassador to administer student engagement.

eMedico

Marketing Intern | Nov 2017 - March 2018

- Designed ad campaigns, social media content, and tutorials for medical services android App to connect doctors, patients, and medical services staff.
- Collaborated with a team of programmers to design the website and application interface.
- Created a campaign to help economically challenged patients acquire assistance.

SPOTMATE

Cofounder & CMO | April 2018 - Present

- Co-lead the development stage growth of a student startup company that aims to be a platform that incentivizes users to be committed and accountable to good fitness habits.
- Create marketing strategies leveraging brand building, content creation, market research and graphic design
- Build business management through product development, UI design, and investor management

USTAD Taxi

Advertising Head Intern | Nov 2016 - Feb 2017

- Officiated social media content generation and SEO to gain traction and target women drivers.
- Developed presentations that were used in pitches to investors and partners.
- Managed digital marketing tools to engage audiences on Facebook and measure traction using Insights as well as Hootsuite.

LEADERSHIP

Student Ambassador | Purdue (June 2018 - Present)

- Chair of Purdue University's 150th anniversary student engagement ambassador team

President | Beta Psi Omega (May 2018 - Present)

- Honors Professional Fraternity
- Past Role : Treasurer (January 2017 - May 2018)

Manager | Purdue Aharya (Jan 2018 - Present)

- Classical Indian Dance team
- Coordinate, choreograph and perform bharatnatyam

Marketing Head | Project Rishi (Aug 2017 - May 2018)

- Designed projects to fundraise for providing sustainable solutions in a rural Indian community

SKILLS & ABILITIES

Microsoft Office

Website Development
Marketing & Data Analysis
Graphic Design
Programming
Video

Excel | Access

WordPress | Squarespace | Weebly
Google Analytics | Google Ads
Hoot suite | MailChimp | Hubspot
Canva | Ipiccy
SQL
Biteable

VOLUNTEERING

Volunteer | N.G.S. (May 2014 - Present)

- Conduct workshops for Indian village girls on education, feminine hygiene, breast cancer awareness,

Volunteer | American Cancer Society (May 2015 - June 2016)

- Organized mailing project for the Relay for Life campaign