

ABOUT ME

Strategic and analytical BBA student at IIM Bangalore with practical experience in business operations, client acquisition, and project execution. Skilled in market research, financial analysis, and process optimization. Strong communicator with an entrepreneurial mindset and passion for strategic problem-solving and operational excellence.

EDUCATION

Indian Institute of Management Bangalore (IIM Bangalore)

Sep 2024 - Sep 2027

Bachelors of Business Administration

Digital Business & Entrepreneurship

Indian Institute of Governance and Leadership (IIGL)

Oct 2025 - April 2026

Diploma in International Affairs and Diplomacy

Under the Confederation of Young Leaders (CYL)

Delhi Public School Ghaziabad, Faridabad

April 2020 - March 2023

Class XII (Commerce with Maths) – 75%

Class X – 85%

CORE SKILLS

Business & Strategy: Market Research, Business Model Design, Costing, Operations Support

Marketing & Outreach: Lead Generation, Partnerships, Campaign Ideation, Social Media Basics

Finance & Analytics: Financial Accounting, Cost Sheets

Digital Tools: MS Office, Canva, Notion, Google Workspace, HTML/CSS

Soft Skills: Communication, Client Interaction, Leadership, Presentation Design, Public Speaking

EXPERIENCE

Business Operations Assistant – Family Business (July 2024 – Present)

- Supported business operations, including vendor coordination, order management, and client servicing.
- Conducted market research and financial analysis to identify local demand patterns and optimize workflow efficiency.
- Enhanced operational processes through better documentation, reporting, and communication systems.

Founder – The Outreach Project (Zero-Investment Venture) (2025)

- Designed and executed a short-term client acquisition strategy for three local businesses (gym, paint store, clothing shop).
- Acquired one paying client per business within a 4-hour window, generating ₹3,000 in total earnings.
- Developed and implemented a structured marketing and sales approach through direct outreach and referrals.

Web Development Assistance (Freelance/Projects) (2025)

- Assisted in creating 20+ responsive websites for local businesses and academic projects.
- Contributed to layouts, styling, and responsiveness using HTML, CSS, and basic JavaScript.

Developed creative layouts and visual identity aligned with customer positioning.

Market Research & Business Insights Project (Independent Initiative) (2025)

- Conducted a structured market analysis of local fitness and F&B sectors to identify consumer trends and pricing strategies.
- Compiled findings into actionable insights, helping small businesses improve their promotional and pricing decisions.
- Strengthened analytical and strategic thinking through data-driven recommendations.

LEADERSHIP & ACTIVITIES

Media Cell – IIM Bangalore (April 2025 - Present)

- Handled event photography, content creation, and social media updates.

Extended Partnership Team – IIM Bangalore (April- July 2025)

- Assisted in outreach to potential sponsors and created short decks/proposals.

School Leadership (2021 – 2023)

- Vice-Captain & Proctor: Coordinated 400+ students, managed discipline, and led school events.

ACHIEVEMENTS

- Represented school in Model United Nations (MUN) and cultural activities.
- Won multiple awards in Football, Chess, and Calligraphy.
- Leadership recognition as Vice-Captain and Proctor in school.

HOBBIES

- Photography & Editing: Capturing moments and enhancing visuals using editing tools.
- Graphic Design: Creating engaging designs and presentations with Canva.
- Cooking: Exploring new recipes and experimenting with flavors.
- Art & Creativity: Passion for painting and sketching to express ideas visually.