

SUMMARY

MSc Marketing and Strategy candidate with international experience in Marketing, logistics, business development, and leadership, combining data-driven insights with cross-cultural adaptability to drive strategic growth.

EDUCATION & QUALIFICATIONS

Warwick Business School, **MSc Marketing and Strategy (Distinction)** September 2024 – September 2025
Modules included: Marketing and Strategy Analytics, Brand and Strategic Management, Marketing through social media, Succeeding in a Sustainable Future, Design Thinking, Market Research
Awards: Warwick Award

PSG College of Arts and Science, **BSc. Physics (9.2)** August 2021 – May 2024
Modules included: Mathematical Physics, Nuclear Physics, Quantum Mechanics and Relativity, Optics
Thesis: Effect of Quantum Entanglement in Cournot Duopoly Game: A Parameter Driven Approach
Awards: Proficiency Winner and Rank Holder

WORK & LEADERSHIP EXPERIENCE

Yash Investments Uganda Limited, Uganda, **Marketing Intern** May 2025 – August 2025

- Researched demand and competitor trends, shaping product mix and pricing to capture new sales opportunities.
- Managed digital content, driving a ~20% increase in customer engagement and inquiries.
- Streamlined export processes for 10 -15 consignments to South Sudan, Congo, and Somalia.

Tajuj Global Logistics [SMC] LTD, Uganda, **Project Management Manager Intern** June 2024 – August 2024

- Supported execution of strategic logistics and marketing planning for UN Peace Missions.
- Coordinated cross-functional teams to ensure timely delivery of 500+ tons of essential goods to conflict zones.
- Applied marketing analytics for positioning and operational planning aligned with corporate strategy.

New Future Tech, Tamil Nadu, **Business Development Manager Intern** May 2023 – July 2023

- Researched garment machinery markets and identified 5+ potential client opportunities for business expansion.
- Assisted in client outreach, presentations, and after-sales support, strengthening relationships with garment manufacturers and ensuring smooth service delivery and client satisfaction.

PROJECTS

- **AI in Business:** Built a hybrid AI framework to optimise carbon credit market efficiency.
 - **Branding & Communication:** Designed a 360° brand campaign for JellyCat with integrated positioning.
 - **Social Media Audit (Emirates vs Ryanair):** Analysed cross-platform strategies using SEMrush, focusing on keywords, engagement, and content performance.
 - **Data Analysis with R:** Explored European hospitality trends using Airbnb and Booking.com data.
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LANGUAGES, SKILLS & CERTIFICATES

- **Languages:** Malayalam (Native), Hindi (Fluent), English (Fluent), Tamil (Conversational), French (Intermediate), Chinese (Beginner), Japanese (Beginner)
- **Technical Skills:** Microsoft Excel (advanced), Microsoft PowerPoint (advanced), Python (intermediate), R Studio (advanced), Canva (advanced),
- **Soft Skills:** Leadership & Team Collaboration, Strategic & Analytical Thinking, Cross-Cultural Communication, Creativity & Innovation, Presentation & Public Speaking
- **Certifications:** SEMrush (SEO, Market Analytics, Content Marketing, Social Media Marketing), Agro Processing and Business Management, Fruit and Vegetable processing Technology, Effective Writing