

## 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.

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## EDUCATION & QUALIFICATIONS

Warwick Business School, <b>MSc Marketing and Strategy (Distinction)</b>	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, <b>BSc. Physics (9.2)</b>	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	

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## WORK & LEADERSHIP EXPERIENCE

Yash Investments Uganda Limited, Uganda, <b>Marketing Intern</b>	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, <b>Project Management Manager Intern</b>	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, <b>Business Development Manager Intern</b>	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