



## ACADEMIC QUALIFICATIONS

| Degree    | Institute                             | Board/University | Year      | Grade/Score    |
|-----------|---------------------------------------|------------------|-----------|----------------|
| TY BBA    | Anil Surendra Modi School Of Commerce | NMIMS            | 2023-2026 | CGPA 2.90/4.0* |
| Class XII | Delhi Public School Noida (Commerce)  | C.B.S.E          | 2023      | 88%            |
| Class X   | Delhi Public School Noida             | C.B.S.E          | 2021      | 92.8%          |

\*Sem – 1,2,3 & 4

## ACADEMIC PROJECTS

- Project: Conducted a critical analysis of AirBnb's business model.
- Research project: Increasing Support for Gender Equity in Organisations.
- Project: Designed an Ad Campaign for a local shoe brand.
- Project: Conducted a critical analysis of Airtel's marketing campaigns over the last decade.
- Project: Built a website for a personal design portfolio

## INTERNSHIPS/POSITIONS OF RESPONSIBILITY

|                                                                                                                                                                                                                                                                                                                                                                                           |                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <u>Intern – Marketing</u>                                                                                                                                                                                                                                                                                                                                                                 | May 2025 - June 2025    |
| India Today Group, Noida                                                                                                                                                                                                                                                                                                                                                                  |                         |
| <ul style="list-style-type: none"> <li>Contributed to ideation, execution, and coordination of multiple marketing campaigns.</li> <li>Designed and executed campaigns for anchors, flagship shows, and milestones, with shows attaining 500K+ YouTube views and 100,000+ minutes of TV watchtime.</li> <li>Created and executed a cross-platform media plan for Aaj Tak Radio.</li> </ul> |                         |
| <u>Head of Department – Digital Works</u>                                                                                                                                                                                                                                                                                                                                                 | May 2025 - January 2025 |
| Corporate Interface Cell, NMIMS Mumbai                                                                                                                                                                                                                                                                                                                                                    |                         |
| <ul style="list-style-type: none"> <li>Led the execution of multiple promotional campaigns for various events.</li> <li>Directed a team of 15+ students towards creating high quality video and design content.</li> </ul>                                                                                                                                                                |                         |
| <u>Co-Owner</u>                                                                                                                                                                                                                                                                                                                                                                           | July 2022 – July 2023   |
| SportEra Media, Remote                                                                                                                                                                                                                                                                                                                                                                    |                         |
| <ul style="list-style-type: none"> <li>Co-owned a social media agency focused on content marketing for professional football players.</li> <li>Scaled the agency to 15+ designers, leading delivery of digital campaigns</li> <li>Client acquisition via outreach to agents and agencies, contributing to revenue growth.</li> </ul>                                                      |                         |

## CO-CURRICULAR OR EXTRA - CURRICULAR ACTIVITIES /AWARDS/ACHIEVEMENTS

- Volunteered at **Baragaon Weaves** in **New Delhi**, getting hands-on experience with an NGO's operations.
- Obtained certification in **Leadership Skills** from **IIM Ahmedabad on Coursera**.
- Obtained certification in **Brand Management** from **London Business School on Coursera**.
- Freelancing** in **Graphic Design** since June 2020.

## SKILLS & ABILITIES

- Proficient in Microsoft Office Suite, including; Excel, Word and PowerPoint.
- Proficient in Adobe Creative Suite, including Photoshop, Premiere Pro and Lightroom.
- Foundational knowledge of Direct Marketing, Digital Marketing, SEO.
- Foundational knowledge of Artificial Intelligence softwares such as Veo3, ChatGPT, RunwayML for media generation.
- Understanding of stakeholder expectations and needs.
- Communication with clients, and agents/agencies.

## PERSONAL INFORMATION

|                                |                                       |
|--------------------------------|---------------------------------------|
| <b>Languages Known</b>         | English, Hindi, Urdu, German          |
| <b>Hobbies &amp; Interests</b> | Film, Photography and Designing       |
| <b>Permanent Address</b>       | E-60, Sector 40, Noida, Uttar Pradesh |