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### CAREER OBJECTIVE

To pursue a career in a competitive environment as a Marketing and Finance specialist where I am constantly pushed to leverage my skills and efficiency in a creative manner to accomplish the goals of the organization and become an invaluable asset to the organization and to the society.

	YEAR	DEGREE/QUALIFICATION	UNIVERSITY/BOARD/SCHOOL, CITY	PERCENTAGE
<b>ACADEMICS</b>	2021-2023	PGDM (Marketing, Finance)	New Delhi Institute of Management, New Delhi	(Pursuing)
	2018-2021	BCOM(H)	University of Delhi, Gargi College	82%
	2017	XII (Commerce)	Delhi Public School Sushant Lok, Gurugram	91.25%
	2014	X	Delhi Public School Sushant Lok, Gurugram	95%

<b>INTERNSHIP/ TRAINING UNDERTAKEN</b>	LIVE PROJECT	COMPANY: P&G
	<b>NOVEMBER 2018</b>	<p><b>PROFILE: Sales and Marketing Intern</b></p> <p><b>LOCATION: New Delhi (Virtual)</b></p> <ul style="list-style-type: none"> <li>Conducted market research for understanding consumer behavior</li> <li>Developed leadership qualities as a cluster manager of Gurgaon</li> <li>Worked on customer interactions, marketing and sales with email marketing</li> <li>Did sampling and survey for Pantene Hair Oil Serum</li> <li>Generated leads for the organization</li> <li>Led a team of 200 people</li> </ul>

<b>INTERNSHIP/ TRAINING UNDERTAKEN</b>	<b>INTERNSHIP</b>	<b>COMPANY: Build My Infra- 13SQFT.COM</b>
		<b>PROFILE: Sales and Marketing Intern</b>
		<b>LOCATION: Gurgaon</b>
	<b>May – July</b>	<ul style="list-style-type: none"> <li>• Maintaining database of various manufacturers using Web Scraping through R Programming</li> <li>• SEO report analysis and generation</li> <li>• Handled 5 HNI clients and got requirement from them- Mahindra, Zomato, Flipkart, Big Basket Shalimar Paints</li> <li>• 3000+ B2B lead generation</li> <li>• Performed strategic analysis of potential clients in order to tailor services</li> <li>• Investigate the market to identify potential acquisitions and performs research to determine how appealing each opportunity is</li> <li>• Registered 200+ new partners onboard</li> <li>• Contacted prospective customers through phone calls and emails</li> <li>• Studied, analyzed marketing plan and made news letters for new partners listed</li> <li>• Worked closely with sales team-managed leads, helped with marketing and advertising proposals</li> <li>• Developed and updated marketing material</li> <li>• Managed quality communication, customer support and product representation for each client.</li> </ul>

<b>ADDITIONAL SKILLS</b>	<ul style="list-style-type: none"> <li>• Basic proficiency in MS- Excel, MS-PowerPoint, MS- Word, SPSS</li> <li>• Basic proficiency in Canva</li> <li>• Basic proficiency in R language</li> <li>• Basic proficiency in Tableau</li> <li>•</li> </ul>
<b>PERSONAL STRENGTHS</b>	<ul style="list-style-type: none"> <li>• Time management</li> <li>• Team building and Interpersonal skills</li> <li>• Effective communication</li> <li>• Problem solving</li> </ul>
<b>CERTIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Google certificate in Digital marketing (pursuing)</li> </ul>
<b>COMMUNITY SERVICE</b>	<ul style="list-style-type: none"> <li>• Volunteer at Mission Learning Foundation (2016-2020)</li> <li>• Active volunteer at “Prayaas Buzurgo Ki Seva”</li> <li>• Actively worked in Delhi Sahyog Group, for the management and distribution of Covid resources and services.</li> </ul>
<b>ACHIEVEMENTS</b>	<ul style="list-style-type: none"> <li>• Managed and hosted marketing events</li> <li>• Participated and coordinated several college events</li> <li>• DU Gargi College Sports Olympiad</li> </ul>
<b>CULTURAL/SPORTS</b>	<ul style="list-style-type: none"> <li>• DU Marketing Society- Event Organizer</li> <li>• Represented school and college football team</li> <li>• DU Active Member of NSS Society</li> <li>• Hosted cultural events on campus</li> <li>• Participated in various cultural activities</li> </ul>
<b>RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>• Coordinated and managed various events in college</li> <li>• Been the class representative for 3 years in under graduation</li> <li>• Organized various events during 1<sup>st</sup> semester of post-graduation</li> <li>• Co-college head of Leaders for Tomorrow club during</li> <li>• Class representative for a year in post-graduation</li> </ul>
<b>LANGUAGES</b>	<ul style="list-style-type: none"> <li>• Intermediate level in French</li> <li>• Basic proficiency in Japanese</li> </ul>