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Institute of
Management Technology
 Ghaziabad



OBJECTIVE
Dynamic PGDM student with a strong passion for product management & strategy, seeking to apply skills in complex business situation and product development to drive innovation and enhance customer experience in a sustainable organization

EDUCATIONAL QUALIFICATIONS			
Qualification	College, University/ School, Board	Year of passing	% of marks
PGDM – DCP	IMT Ghaziabad	2025	68.16%
B. Com – General	SMS Varanasi	2023	58.37%
XII	Kendriya Vidyalaya, NIOS	2020	65.8%

PGDM – MAJOR ELECTIVES
Product & Brand Management; Strategic Management; Consumer Insights & Analytics; Sales & Distribution Management

OTHER PROFESSIONAL QUALIFICATIONS/ CERTIFICATIONS
Lean Six Sigma Green Belt Certification, Grant Thornton, 2024; Product Management, IBM, 2024; Project Management Foundations, Google, 2024; Excel from Beginner to Advanced, Udemy, 2023

SUMMER INTERNSHIP AT IMT		
IDP Education	Marketing Intern	2 Months (Jun 2024- Aug 2024)
<ul style="list-style-type: none"> Conducted A/B testing to optimize social media campaigns, driving improved lead generation and engagement by 288% Spearheaded 6-member team to organize 3+ webinars & 2+ recruitment events, boosting company's campus presence Analysed 10+ competitors via secondary research and recommended 3+ strategies to enhance social media channels Conceptualized 'IDP Unplugged' podcast series for YouTube and Spotify and invited leaders from diverse universities 		

OTHER PROJECTS (LIVE PROJECTS/ STPs/ ACADEMIC PROJECTS/ INDUSTRIAL TRAININGS)
<ul style="list-style-type: none"> Live Project – whiskerlane.com, Strategy and Product, 2 months (August 2024 – October 2024) Project Details: Developed comprehensive GTM strategy for pet products in the USA market, enhancing product positioning through competitor analysis and market research targeting a reach of 85 million+ household Academic project – Product and Brand Management, Auto Science, 2024 Project Details: Crafted a market entry & brand strategy for Auto Science's EV in UAE by market segmentation, external analysis, and value-based pricing for young, urban, and professionally qualified segment amounting to 6 mn+ people Short term project – Cognifyz Technologies, Business Analytics, 1 months (July 2024- August 2024) Project Details: Analysed 5 datasets, created 3 visualizations & applied 3 statistical methods to derive insights Industry Project – Rising Stars LLC, Business Development, 3 months (June 2023 - September 2023) Project Details: Conceptualized the loyalty program for beauty and personal care brand 'basicare' across 200+ retail stores pan India that increased repeat purchases by 40% and improved overall customer retention rates by 50%

POSITIONS OF RESPONSIBILITY
<ul style="list-style-type: none"> Design Head, The Human Resource and Organizational Behaviour Club, IMT Ghaziabad, 2023- Present Senior Member, Entrepreneurship Consulting and Language Committee, IMT Dubai, 2023-Present

EXTRA CURRICULAR ACTIVITIES
<ul style="list-style-type: none"> Directed an 8-member team to coordinate IDP's flagship national event, 'The Expo,' with 5,000+ attendees Coordinated 'CaseMaze' case study competition with participation from 275 students across b-schools, IMT Ghaziabad Organized high-profile discussion 'HR Conclave' featuring 6 HR leaders with footfall of 150+ students, IMT Ghaziabad Led a team of 24 and organized annual event 'Dive into Diversity' with participation from 200+ students, IMT Ghaziabad Collaborated with students and faculty to organize 'Arabic Language Workshop' with 70+ attendees, IMT Dubai Live project internship, InsideIIM, leading content marketing, competitor analysis & customer acquisition strategies

ADDITIONAL INFORMATION
<ul style="list-style-type: none"> Technical Skills: MS Office, Power BI, SQL, Tableau, JIRA Professional Skills: Analytical Skills, Decision Making, Leadership, Problem Solving, Teamwork, Negotiation Skills Areas of Interest: In-line Skating, Product Management, Retail Management, Artificial Intelligence