

EDUCATION

MBA: Marketing & Strategy	(IIM) Indian Institute of management, Ranchi	2023
Diploma: Graphic Design	Private institute (Samyak), Kota	2020
B.A. honors Journalism	Kamala Nehru College (Delhi University)	2019

EMPLOYMENT HISTORY

Tonetag Pvt. Ltd. (June 2023- present)

Deputy Expansion Manager (remote work)

- Client Account manager: Managed client accounts, coordinated order requests, streamlined operations for timely delivery, and ensured accurate manual data tracking using Excel.
- Developing an effective go-to-market strategy for onboarding clients in South East Asia region; understand market dynamics, and a commitment to localized approaches.
- Developed and presented compelling business proposals and presentations, driving client acquisition and fostering long-term partnerships.
- B2B SaaS Sales: market research, data analysis, and strategic outreach to generate quality leads.
- Email marketing, persuasive communication and relationship management to convert leads.

SAWO Labs Pvt. Ltd. (Jan 2022- May 2022)

Product Management Intern

- Conducted industry research and competitive analysis to elevate brand image.
- Identified UI/UX gaps recommended strategic improvements for better user experience design.
- Customer interactions and collaboration with cross-functional teams to develop and implement the product roadmap.
- Digital marketing: Spearheaded comprehensive engagement plan for user community.

Own Small Business (Apr 2020 – Jun 2021)

Digital Artist & Sales

- Marketed portfolio on freelance platforms and social media (instagram, facebook)
- Regularly collecting and implementing feedback - customer satisfaction.
- Marketing strategy: Stayed updated on industry trends to ensure top-notch designs
- Managed multiple projects - ensuring on-time delivery and exceeding client expectations.

ACHIEVEMENTS

National Finalist - Global Management Challenge (MBA)

National Finalist - Chanakya 2021, IRIS - the Cultural, Management, and Sports Festival of IIM

Indore National Semi-Finalists for Diageo Bespirted -The Business Adventure Game (MBA)

POSITION OF RESPONSIBILITY

Junior Executive member, Alumni and International Relations committee

Design team member, Kamala Nehru College

SKILLS

Market Research || SQL || Competitive Analysis || MS Excel || Presentation || Customer Service ||
Email marketing || Adobe illustrator || Graphic Design