

## OBJECTIVE

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MBA aspirant specializing in Marketing, driven by customer insights, strategic thinking, and collaboration to fuel product vision and market growth. Eager to contribute ideas and analytical skills to enhance products, customer experience, and business outcomes.

## EDUCATION

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### JAIPUR NATIONAL UNIVERSITY, JAIPUR

JAIPUR, IN

MBA in Marketing

AUGUST 2023- MAY 2025

### SWAMI KESHVANAND INSTITUTE OF TECHNOLOGY, JAIPUR

JAIPUR, IN

B.Tech Mechanical Engineering

AUGUST 2019 - JULY2023

CGPA : 8.01/10.0

## INTERNSHIP

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Gateway to Nature Pvt. Ltd

JUNE 2024 - AUG 2024

Client Acquisition Intern

- Assist in identifying and targeting potential customers through market research and outreach strategies.
- Support the execution of customer acquisition campaigns via digital platforms

Consultadd Services Pvt Ltd

SEPT 2022 - DEC 2022

Junior Marketing Intern

- Demonstrated strong curiosity and a proactive approach to learning, contributing effectively to projects.
- Assisted in developing and executing marketing strategies, including market research, campaign planning, and analysis.

MAHINDRA and MAHINDRA (BMPL)

JULY 2022- AUG 2022

Junior Managing/Technical Intern

- Contributed to cross-functional teams, leveraging technical expertise to inform strategic decision-making processes.
- Utilized technical knowledge to analyze product specifications and performance data.

## PROJECTS

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Solar Dryer

- Conducted market research to identify the demand for sustainable and energy-efficient agricultural solutions like solar dryers among farmers and agricultural businesses.
- Developed a unique value proposition for the solar dryer project, emphasizing its environmental benefits, cost-effectiveness, and improved crop quality compared to traditional drying methods.

## SKILLS

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- Market Research, Product Strategy, and Cross-Functional Collaboration
- **Leadership:** Business acumen, Strategic Thinking, and Team leadership
- **MS Tools:** Excel, PowerPoint, and Word
- **Communication:** English (Fluent) and Hindi (Fluent)
- **Analytical Thinking:** Evaluating trade-offs, Developing Product Roadmaps, and Product-Market Fit