

ACADEMIC PROFILE			
PGDM (Marketing)	MKES - IMSR, MUMBAI	Awaited	2025-2027
M.COM (Business Management)	UNIVERSITY OF MUMBAI (IDOL), MUMBAI	Awaited	2024-2026
B.COM	NAGINDAS KHANDWALA COLLEGE, MUMBAI	9.01/10	2021-2024
HSC	THE BSGD’S JUNIOR COLLEGE, MUMBAI	87.80%	2019-2021
SSC	DR. SARVEPALLI RADHAKRISHNAN VIDYALAYA, MUMBAI	84.80%	2007-2019
INTERNSHIP EXPERIENCE			
DR ML DHAWALE MEMORIAL HOMOEOPATHIC INSTITUTE , PALGHAR, MARKETING INTERN			1-15 DEC 2025
Social Internship	<ul style="list-style-type: none">Conducted a brand perception and patient experience study to assess trust, service quality, and communication effectiveness.Analysed patient feedback and operational touchpoints to identify gaps affecting brand image.Presented actionable recommendations to improve patient engagement and institutional branding.		
DGMARK AGENCY, DIGITAL MARKETING INTERN			NOV 2024-JAN 2025
Corporate Internship	<ul style="list-style-type: none">Analysed social media performance metrics and audience insights across multiple client accounts to support targeted, data-driven campaigns.Assisted in creating and optimizing engaging visual and written content, contributing to a 20% growth in followers across platforms.Supported content calendar planning and engagement strategies, helping improve average engagement rates by 12%.		
PROJECTS			
Academic Projects	<ul style="list-style-type: none">Tools used: Excel, Power BI, Canva, AI Tools, Google FormsBusiness Statistics: From Lunchbox to Inbox: Zomato & Mumbai Dabbawala IntegrationAnalyzed the feasibility of integrating Mumbai Dabbawala’s delivery expertise with Zomato’s digital platform using quantitative research methods. Applied statistical tools including Chi-Square, ANOVA, Correlation, and Regression on data collected from 50+ respondents.The study revealed that 68% of participants were willing to pay a premium for Dabbawala-handled deliveries, highlighting increased trust and customer satisfaction.Derived data-driven insights supporting the potential for a scalable and reliable hyperlocal delivery model, while collaborating effectively within a 5-member team under academic mentorship.		
Live Projects	<ul style="list-style-type: none">Tools used: Excel, Power BI, Canva, AI Tools, SEO, SEM, Meta Business Suite, Microsoft Office, SMMDigital Marketing Strategy Project (Service & Education Sector):Planned and executed end-to-end digital marketing campaigns across SEO, SEM, and Meta Ads, including market research, audience segmentation, keyword planning, ad creatives, and campaign structuring.Monitored and optimized campaign performance using key metrics such as CTR, CPC, reach, engagement, and lead quality to maximize ROI.Conducted A/B testing on ad copies, creatives, and targeting parameters to improve campaign effectiveness.Generated actionable insights through performance analysis, contributing to consistent engagement growth and lead generation.		
Leadership & Extracurricular Activities	<ul style="list-style-type: none">Volunteering & Social InitiativesNSS Volunteer and DLLE Student Member, actively involved in community development, social awareness, and skill-development programs promoting social responsibility and professional readiness.Leadership & Event ManagementCore Committee Member & Event Coordinator for <i>Navrang: A Raas</i>; organized and managed MPL, BGMI, and Cricket tournaments, ensuring smooth planning, coordination, and execution.Marketing, Sponsorship & CSR ExperienceStudent Committee Member (Sponsorship, Marketing, Technical & Digital Marketing); supported event promotions, digital outreach, sponsor coordination, and led CSR initiatives including scripting a social awareness skit.		
SKILLS & CERTIFICATIONS			
Skills	Advanced Excel, Advanced Data Analytics, Power BI, Tableau, Python, Advanced Digital Marketing, Web Development		
Certifications	<ul style="list-style-type: none">Harvard Business Impact – Spreadsheet Modelling, Quantitative Methods, Management Communication, Mathematics for Management, Financial Accounting, FinanceDGmark Institute – Advanced Digital Marketing		

