

## EDUCATIONAL QUALIFICATIONS &amp; SCHOLASTIC ACHIEVEMENTS

COURSE	YEAR	INSTITUTION	PERFORMANCE
B. Com (Hons.)	2025	Shri Ram College of Commerce, University of Delhi	8.73 GPA (Semester 1)
Class XII (CBSE)	2022	Delhi Public School, Noida	97.8%
Class X (CBSE)	2020	Delhi Public School, Noida	88.8%

- **Delhi University Topper** in 3/7 subjects in semester-I with a **perfect grade point 10**, Department of Commerce (2023)
- **AIR 1** (100%ile) out of 50000+ students in **Common University Entrance Test** in Accountancy, English, Economics (2022)
- Awarded **Gold medal** for excellent academic performance & being a scholar for **6 consecutive years** (2021)
- Attained an **A2 Level** Certification in the **German Language** from Goethe Institute (2020)
- 1/15 chosen from **North India** by Goethe for 'Pasch Regional Youth Camp 2019' on **scholarship** in Negombo, Sri Lanka (2019)

## INTERNSHIPS

## Alts Wealth Pvt. Ltd. – Content Strategy Intern

June 2023-Present

- Worked **directly under the founder**, overseeing **complete marketing** & fostering a strong **social media presence** for Alts Wealth
- Executed **digital marketing** and **SEO** strategies, adeptly crafting engaging, simplified **financial content** for diverse audiences
- Skilfully analyzed data to improve content strategy, optimize posting times, and **increase engagement and reach by 15%**

## Unschool – Youth Influencer

May 2023-June 2023

- Achieved a notable milestone by **generating 150 prospects**, demonstrating a strong connect with the target audience
- Headed **cross-functional marketing and sales campaigns**, refining engagement tactics and boosting brand visibility
- Handled **nationwide recruitment**, leading a skilled team across India and consistently retaining **20+ Youth Influencers**

## The Economics Society, Shri Ram College of Commerce – Marketing Intern

September 2021-October 2021

- Ignited buzz & surged registrations for the National Economics Olympiad with over **7000+ registrations**
- Attained '**Intern of the Week**' for outstanding contributions to marketing & engagement strategies, showcasing elevated skills
- Proficient in persuasive cold calls, Excel, Canva, Email & Social Media Marketing for **India's Grandest Economics Olympiad**

## LIVE PROJECTS

## Evocus

- Conducted **global competitor analysis** in black water & mineral water sectors, revealing vital insights & competitive weaknesses.
- Led research for launching **Liquid IV-like product** in India, creating a **detailed launch plan** with pricing, sales, and strategies
- Employed advanced statistical methods to quantify the premium sports and energy drinks market at **AED 256.45 million in 2020**
- Strategically **forecasted 1.35% annual growth** (CAGR 2023-2027) for the sports drink sector, informing expansion strategies.

## POSITIONS OF RESPONSIBILITY

## Vice President – Indian Mergers and Acquisitions Network

July 2023-Present

*A one of its kind initiative in the Indian ecosystem which aims to accelerate the presence of M&A among students*

- **1/4 selected** to be the Vice President; leading strategy, cross-functional collaboration, operations, resources, and finance
- Steered the network's **digital presence**; developed network's extensive presence with **800+ subscribers** across social channels

## Director of Branding and Technology – The Marketing Society, Shri Ram College of Commerce

June 2023-Present

- **1/2 selected** from a pool of **1000+** competitive applicants to spearhead the branding and technology vertical of the society
- Conducted Shri Ram Marketing Summit, Asia's largest **undergraduate marketing summit**, hosting **4 cabinet ministers**
- Headed society's annual magazine "**Advyta**," leading **ideation and comprehensive content creation**.
- Directed society **website & social media**, amplifying the online presence of the society

## Core Member – Project Naqsh – Connecting Dreams Foundation, Shri Ram College of Commerce

April 2023-July 2023

- Successfully **launched and managed** Project Naqsh, targeted at India's **7L tonnes** of textile waste through **sustainable textiles**
- Dispatched **60+ orders**, generating **Rs. 65k+ revenue** in pilot run phase; covered **2000+sq ft of textile waste**
- Performed thorough **market research**, implementing impactful **sales and marketing strategies** to expand brand reach & impact
- Empowered & impacted lives of **70+ women** in sustainable bedding and upholstery production.; **raising incomes by Rs. 3250.**

## President – Commerce Club, Delhi Public School, Noida

June 2021-March 2022

- Conducted sessions for **70+ students** on stock market, design, advertisements, pitching, PowerPoint, and other diverse topics
- Hosted **Biz-Affairs**, featuring diverse competitions like Mock Stock, Business Plan & Logo Design engaging **100+ participants**

## EXTRACURRICULAR ACTIVITIES

## Competitions &amp; Olympiads

- **3rd Position** – Shri Ram Finance League organized by Finance & Investment Cell,
- **1st Position** in school & Certificate of Excellence – 12<sup>th</sup> International Commerce Olympiad by CTF
- **3rd place** in 'Street Speak' - Mock Stock competition organized by DPS Vasant Kunj in July 2021
- Certificate of **Distinction** – SOF International English Olympiad 2021-22
- Certificate of **Distinction & Zonal Excellence** – SOF International Commerce Olympiad 2021-22