

B. Tech, ECE 2013-17 Northern India Engineering College, Shastri Park 74.08% 12 th (C.B.S.E.) 2013 Bal Bharati Public School, Ganga Ram Hospital Marg 85.60% 10 th (C.B.S.E.) 2011 Bal Bharati Public School, Ganga Ram Hospital Marg 8.8 CGPA WORK EXPERIENCE 3 Months (July 2021 – September 2021) Yellow Club, Bengaluru Marketing Analyst I • Worked as a Marketing Analyst in a team of 6. Marketing Analyst in a team of 6. Marketing channels and service offerings to achieve more conversions. • Optimized marketing channels and service offerings to achieve more conversions. Summer In • Optimized marketing channels and service offerings to achieve more conversions. Summer In • Optimized marketing channels and service offerings to achieve more conversions. Summer In • Worked with the Corporate Communications department of HDFC Limited. Summer In • Devised SEM strategy to build awareness and generate leads under the PMAY CLSS Scheme. Conducted market research and competitor analysis to understand industry trends. • Prepared ad copies and executed the strategy on the Google Ads platform. Undertook campaign management and tracking to achieve the set objective.	EDUCATIONAL QUALIFICATIONS			
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HOBBIES Reading books, newspapers; watching English movies and TV series; avid geo-politics enthusiast.				