

EDUCATION	VANDERBILT UNIVERSITY Nashville, TN OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Marketing, May 2026 (STEM), CGPA: 3.94/4.0 <ul style="list-style-type: none">• Awarded Owen Honors (Top 20% of class); Beta Gamma Sigma International Business Honor Society Inductee.• Winner, “Redbull Basement” Pitch Competition – Ranked #1 among 50+ Vanderbilt students• Winner, “Marketing Madness” Case Competition – Group Ranked #1 among 30+ MBA/MMark students GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY New Delhi, India VIVEKANANDA SCHOOL OF PROFESSIONAL STUDIES Bachelor of Business Administration, June 2025, CGPA: 9.42/10.0 Major: Management, Minor: Marketing <ul style="list-style-type: none">• Valedictorian, Rank 1 in Batch of 150 students• CUET 99.9 percentile (Rank 1991) out of 1,000,000+ students
MARKETING EXPERIENCE	MARKETING INTERN <i>Avinia LLC</i> <ul style="list-style-type: none">• Worked directly with the founder to identify user experience pain points and improve website structure, navigation, and usability. MARKETING ANALYTICS INTERN <i>Vanderbilt University School of Engineering</i> <ul style="list-style-type: none">• Analyzed campaign, audience engagement, and conversion data to identify user behavior patterns and marketing attribution insights, refining targeting and content strategy to scale lead generation from 5 to 141 prospective students.• Designed and launched a dedicated microelectronics landing page to drive enrollment for the new MS in ECE (Microelectronics) program. E-COMMERCE & BUSINESS DEVELOPMENT INTERN New Delhi, India <i>Kriti Global Products Private Limited</i> <ul style="list-style-type: none">• Analyzed Amazon Ads campaign performance and optimized keywords, pricing, and targeting strategies, improving ROAS from 0.5 to 3 while increasing product visibility and marketplace performance.• Coordinated with a web creator to conceptualize, design, and launch two websites (www.primrosebags.com and www.myethos.in), enhancing user experience and reinforcing brand identity.• Analyzed customer engagement trends and optimized product content to improve online interaction and conversion.• Established Amazon Brand Stores for PRIMROSE and RIMROCK, strengthening brand visibility and user navigation. ACCOUNTING INTERN New Delhi, India <i>Kriti Global Products Private Limited</i> <ul style="list-style-type: none">• Coordinated with suppliers and buyers to collect invoices and accurately record financial transactions in Tally ERP software.• Optimized financial transaction processing for cash, bank, sales, and purchases using Tally ERP software to expedite month-end closing procedures.• Executed taxation tasks related to GST and TDS to ensure regulatory compliance.
PROJECT	GRADUATE RESEARCH CONSULTANT Nashville, TN <i>Vanderbilt University Owen Graduate School of Management</i> <ul style="list-style-type: none">• Led a 4 person consulting team to design a Qualtrics survey, analyze customer feedback and behavioral insights in SPSS, and deliver actionable business recommendations to support strategic decision-making.
ADDITIONAL	<ul style="list-style-type: none">• Certifications: Google Analytics 4, Digital Marketing (HubSpot), AI Business Tools (Havish M. Consulting), B2B Marketing (IIT), Integrated Marketing Communication (IIT), Digital Marketing (Simternship)• Skills: Research & Analysis: Market Research, Consumer Insights, Survey Research, Customer Segmentation, Audience Analysis, Campaign Performance Analysis Business Metrics: KPI Tracking, Conversion Analysis, Funnel Analysis, Marketing Attribution Data & Analytics Tools: SQL, Tableau, SPSS, R, Python, Excel, Google Analytics 4, Power BI, Qualtrics Digital Marketing & Platforms: Google Ads, Meta Ads, Amazon Ads, GEO (Generative Engine Optimization), Canva, Wordpress, Wix, Adobe Illustrator, PowerPoint, Word• Languages: Hindi, English