

EDUCATION

- 2017 - 2020** **RAMJAS COLLEGE, Delhi University, Delhi, India**
Bachelor in Commerce
Modules: Accounting, Finance, Marketing, Entrepreneurship, Management
- 2015 - 2017** **AXEL PUBLIC SCHOOL, Guwahati, India**
Senior Secondary
Percentage: 95%
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WORK EXPERIENCE

- 2020** **Trufl, Delhi, India**
Food and beverages
Business Development Executive and Marketing (4 months)
- Conducted insight study to find synergy between the company and Zomato, Swiggy, Dineout
 - On boarded 10+ Restaurants to avail our services
 - Closely worked with the founder to perform different cross -functional activities
 - Analysed the market attaining knowledge about the consumer trend; helped formulate pricing and branding strategy
- 2020** **GIGZOE, Delhi, India**
Premium Freelance Service Platform
Business Development Intern (2 month)
- Oversaw marketing activities; initiated incentives on sales achieving 30% increment in revenue
 - Identified key competitors and analysed important differences in pricing strategies of competitors through extensive market research
 - Executed Business development and broadened client base by 80+ new clients
- 2019** **THE GOOD ROAD, Noida, India**
Consumer Products – Luxury Items
Marketing and Business Development Intern (3 months)
- Assisted in organizing 3 day retail outlet at local city fests- HornOkPlease, LiL Flea
 - Successfully pitched to HCL to negotiate the annual corporate contract for 500 gift boxes
 - Analysed market trends, competitors marketing strategy to get an upper hand in building brand name and gathering the first- mover advantage
- 2018** **KALYANI INDIA PVT LTD, New Delhi, India**
Energy Sector- Coal & Mining
Management & Marketing Intern (2 months)
- Managed client relationship with clients from Indonesia and USA; collected regular feedbacks
 - Supervised pan-India stock distribution system; documented inventory on tally software
 - Participated and contributed in company meetings alongside senior partners; presented key points to the team
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ADDITIONAL INFORMATION

- Volunteered with Sarvahitey; conducted educational classes and other cultural events in the rural communities helping the marginalised and disadvantaged
- Member of Nature Club; assisted in organising campaigns “No Horn Rallies” & “Cleanliness Drives” aimed at curbing pollution in metropolitan cities
- Member of Ramjas’s Commerce Department & COMSOC’s Marketing team
- Core team member of the annual fest organising committee of Commerce Department, Ramjas College; secured sponsorship worth Rs.1lac and gathered footfall of 500+ in Second year
- Completed a certificated course on Tally ERP 9 from ICA Edu Skills
- Interest: Music, Travelling, Cricket, Documentaries
- IT skills: MS Office including macros, TALLY ERP 9
- Language skills: Native Hindi, Native English, Native Nepali, Basic Assamese