

SUMMARY

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Fresher graduating in 2022 with bachelors in Computer Engineering and 2 months experience in Digital Marketing and a research paper published in ICICC, 2021. Trained for Product Management via Upraised through CAP.

EXPERIENCE

Product works

- Identifying pain points of Google Maps - [Notion](#) [Gmaps](#)
- Product Teardown of Kite (Zerodha) using Miro - [Kite Teardown](#)
- Improve ARPU of Spotify - [Spotify ARPU](#)
- PRD for Simpl - [PRD Simpl](#)
- Find more works here - [Works PM](#)

The Smart Cube | Research Analyst

July, 2022 - Present

Working as an Analyst in the research team for Procurement department. My responsibilities are owning up to the assigned project and performing the research and presentation related tasks which included:

- **Talking to the client** directly for understanding the type and extent of project
- Using various **research methodologies** to find relevant data for the client
- Conducting **primary and secondary research** from reliable sources to validate the data
- Analyzing the data using MS Excel and creating meaningful **insights**
- Performing **Supplier Identification** and gathering a list of potential suppliers for **RFI** and **RFP**
- Creating **company profiles** by analyzing the end-to-end information about the company available on public domain and gathered through primary research as and when needed, **created 2 company profiles**
- Creating **industry profiles** by studying the industry as a whole and analyzing the various nuances of that industry using MS PowerPoint

The Healthy Company | Digital Marketing Intern

Sep 2019 - Nov 2019

Team leader for creating the marketing campaign for Diwali

- **Created a marketing campaign** for the company's instagram page
- Came up with alternative marketing strategies for **product launch** by doing market research, competitor analysis, gathering and analysing intelligence on various blogging and marketplace streams
- **Performed SEO tasks** like meta description improvement, **optimising** the website content, building backlinks etc.
- **Lead** the team of graphic designers, business developers and analyst interns to victory and ended up with the **campaign** that **went live** on the company's social media handles.

The outcomes of my work are as follows

- **Increased organic traffic by 100%** through keyword focused content, removal of duplication and improved ranking and visibility.
- The campaign resulted in **20% better reach** and **15% increase** in **lead conversion** through instagram alone.
- The product was launched on 3 out of 5 suggested marketplaces including Cred and Nykaa which resulted in **better visibility** and improved brand name.

EDUCATION

2022 • Upraised (Career Accelerated Program) - Product Management Trainee

2018 - 2022 • Netaji Subhas Institute of Technology, DU

2017 - 2018 • IIS-Jubail, Saudi Arabia

Bachelor of Engineering - Computer Engineering

X & XII (CBSE) - CGPA 10 & 7.5

CGPA - 7

EXTRA-CURRICULARS

- Been a member of the core committee of hostel student body
- Participated in several quizzing and other non-tech competition like E-Summit's Mock Trading, Tata Imagination Challenge, Hero Campus Challenge etc.