



D2C Brand Founder | National Finalist Mondelēz | Six Sigma Green Belt | Business Analytics Professional

SUMMER INTERNSHIP

FridayFictionFilms	Business Development Executive	Apr'25 - May'25
Project Details	- Business Development Executive, Founder's Office - Developed a unified outreach system, integrating design and sales to deliver 700+ custom, analytics-driven emails - Led client-facing meetings with CXOs on Zoom and on-site, presenting tailored proposals for client development - Segmented 200+ solar firms by scale, proximity, and focus, creating a prioritised pipeline of 50+ high-value leads - Built an AI Agent using n8n to automate outreach, reducing manual drafting time by 40% and sending 100+ emails	
Initiatives	- Led a team of 5 interns, created SOPs and templates improving lead sourcing efficiency by 35% across 12 states. - Represented FFF at GCCI Expo, driving on-ground networking with 15+ firms, generating 5+ warm client leads	
Achievements	- Awarded Best Intern by the CEO for demonstrating outstanding work ethic and leadership without authority - Received Best Project Award for the scalable framework that generated 10+ warm leads and secured CXO meetings	

WORK EXPERIENCE

45 Months

MyAstroGems	Co-Founder	Dec'21 - Oct'23
Roles & Responsibilities	- Co-Founder - Generated INR 2.3+ mn in revenue by leveraging omnichannel marketing strategies and cross-platform analytics - Optimised ROAS by 27% through targeted audience segmentation, strategic bid adjustment and campaign analytics	
Initiatives	Enhanced product visibility by 25% by assisting the catalogue team in optimising product listings for over 100 SKUs	
Achievements	Generated additional INR 0.1+ mn in revenue by surpassing the quarterly sales target by 34% leading a sales team of 3	
Amorfos Enterprises	Founder - Sole Proprietor	May'18 - May'20
Roles & Responsibilities	- Founder - Sole Proprietor - Procured products across 5+ categories from 10+ vendors, suppliers, and wholesalers to diversify product offerings	
Initiatives	Successfully secured a trademark for brand protection, ensuring legal security and enhancing credibility of the brand	
Achievements	Recorded 66% YoY growth in net income by optimising operations and implementing targeted marketing strategies	

ACADEMIC PROFILE

B.Sc. (H)	Keshav Mahavidyalaya, University of Delhi	7.31/10.00	2016-21
Class XII	Mount Abu Public School, New Delhi (CBSE)	89.60 %	2015-16
Class X	Abhinav Public School, New Delhi (CBSE)	9.40/10.00	2013-14

MBA COURSEWORK

Key Courses	- Corporate Valuation - Models & Frameworks of Strat Anlys	- Strategic Management - Global Business Strategy	- Game Theory - Leadership and Change Management
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AWARDS & ACHIEVEMENTS

B-School Events	- National Finalist in Mondelēz Maestros - Finance Track 2024 by evaluating organic and inorganic entry strategy 2025 - Ranked in the Top 100 out of 14,620 teams in the ABInBev 100+ Challenge by developing a go-to-market strategy 2024		
Academic	- Secured 1st division with the grade point of 9+ CGPA in 6 out of 26 subjects during the undergraduate program 2021 - Attained a score of 95 out of 100 in Mathematics examination in the Class XII, which was conducted by CBSE 2016		

CERTIFICATIONS, INTERNSHIPS & PROJECTS

Grant Thornton Bharat	- Certification - Lean Six Sigma Green Belt 2025 - Trained and certified in process improvement, applied core quality management and waste reduction principles	
Byju's	- Intern - Business Development Trainee Oct'21 - Dec'21 - Generated over INR 0.1 mn in sales, surpassing target, for BYJU's by conducting 11 physical and 5 virtual sessions	
Keshav Mahavidyalaya	- Project - DuPlugIn 2017 - Developed an Android app featuring university events, achieving 1000+ downloads on Play Store within 2 months	

POSITION OF RESPONSIBILITY

IIM Kozhikode	Elected Member, Entrepreneurship & Innovation Cell 2024
Keshav Mahavidyalaya	- Member, Maniera - Fine Arts Society 2016 - Organized over 7 campus events, including workshops, seminars, cultural festivals, and art auctions and exhibitions
Abhinav Public School	- Secretary, Cultural Committee 2014 - Increased student participation by 40% through activities such as tree-planting drives and crafting eco-friendly bags

EXTRA-CURRICULAR ACTIVITIES

Management	Elected as a E-cell member and executed 5+ events with budget of INR 1 mn+ with a footfall of 2,000+ students 2024
Sports	Ran the 10 KM at the Calicut Half Marathon, achieved a rank of 894 out of 1716 with the net time of 01:25:12 2025
Quizzing	Secured 1st Place at Campus level and 9th Nationally in HighTech Solutions' Management Consulting Olympiad 2024
Debate	Acquired 1st rank out of 80+ students in an intra-school debate competition organised by Abhinav Public School 2014
Technical	Attained 1st position among 19 teams in an Inter School IT competition organised by Indraprastha World School 2015
Others	Hobbies: Poker, Sketching, Collecting Rare and Foreign Coins