

Education

2021-25	INDIAN INSTITUTE OF MANAGEMENT RANCHI Bachelor of Business Administration Marketing, Sales, Information Systems Founding Member: Media and Digital Communications Committee Senior Executive: E-Cell Winner: Ad'o Mania 2022 Senior Member: RUSH Annual Sports-Cultural Fest Awardee: MMVY Scholarship	Ranchi
2017 - 2021	MG HIGHER SECONDARY SCHOOL Class XII (MPBSE): 82.8% AIR 609 – IPMAT	Barwani
2017 - 2020	JAWAHAR NAVODAYA VIDYALAYA Class X (CBSE): 78.4% NTSE Stage 1 NCC Certificate A National Scout – State Prize	Barwani

Experience

March 2025 - May 2025	PIXYSQUARE – MARKETING AGENCY Intern – Digital Marketing and Web Design/Development - Analyzed website performance for multiple clients, delivering insights that boosted engagement metrics by 27%. - Optimized SERP Rankings using SEO strategies across six accounts, driving a 40% rise in organic inbound traffic within 3 months. - Managed client relationships and project timelines, ensuring 100% on-time delivery with 80% first draft acceptance for all projects.	Remote
May 2024 - Present	FREELANCE SALES & MARKETING (WEB & DIGITAL) Freelance Digital Marketing Consultant and Project Manager - Delivered 14+ client websites – Webflow, WordPress, Figma – that improved digital visibility and lead generation. - Directed projects end-to-end via project management tools, ensuring on-time launches and smooth client collaboration. - Sustained 95% client retention and repeat business by aligning deliverables with business goals and client satisfaction. - Implemented scalable SEO and Google Analytics tracking, enabling data-driven content performance optimization.	Remote
2019 - 2021	ADIVASI PEOPLE LIVE (SOCIAL) Digital Outreach & Community Manager (<i>200+ projects for 30+ global firms; 95% client satisfaction; 40% repeat business</i>) - Executed digital campaigns on tribal rights, scaling awareness to 17K YouTube subscribers and 3.2K Facebook followers. - Produced 30+ blogs and videos, generating 300K+ cumulative views across platforms. - Organized 8+ live streams with tribal leaders including the Governor of Chhattisgarh, enhancing community visibility and trust. (Project paused due to personal commitments.)	Barwani

Projects

2025	Sales Audit Project Cosmetics Retail Analysis - Conducted an on-ground audit of cosmetic retail outlets, analyzing sales performance and conversion rates. - Assessed upselling techniques and customer handling practices, identifying gaps in sales effectiveness.	Ranchi
2025	State-Centre Fiscal Dynamics: A Political Economy Study Examined state-centre fiscal relations using political economy analysis, highlighting bias in grant allocation under double-engine dynamics under the guidance of Prof. Amarendu Nandy at IIM Ranchi.	Ranchi
2024	Social Impact & Field Marketing Intern - Secured ₹1.5 lakh in funding through community and sponsor outbound, supporting local infrastructure marketing initiatives. - Facilitated awareness campaigns on 10+ government schemes for 30+ households, increasing uptake by 35%. - Conducted field surveys with 30+ students, generating insights for education-focused outreach strategies.	Ranchi
2020	AVISC Production - Co-founder (<i>Content Creator, Digital Marketing</i>) - Produced 7+ rap music videos with 30+ artists including protest poetry, driving audience growth and community engagement. - Managed YouTube channel operations end-to-end, improving subscriber engagement and content visibility.	Barwani

Leadership

2022-2024	Media and Digital Communication Committee (MDCC), IIM Ranchi - Founding Member - Established committee structure and SOPs as a founding member, securing funds for equipment and managing PR for 100+ events. - Mentored and led a team of 50+ junior members, fostering skill development in digital communication and event management. - Managed IIM Ranchi's YouTube, social media, designing promotional materials and directing 10+ live streams (including national conferences like ISDSI and ICHSP) to enhance digital engagement and visibility.	Ranchi
2024-2025	Young Changemaker's Programme, IIM Ranchi – Founding Team - Co-founded and led digital marketing, increasing online reach by 150% and applications by 300% through targeted campaigns. - Led rural immersion programs for 180+ students, driving a 30% participation increase and ₹8L revenue through targeted outreach and strategic design, while authoring a case study adopted as a pilot framework.	Ranchi
2022-2024	MASQUE – The Drama Society – Organising Committee Led Instagram marketing campaigns for the cultural fest "Rush" and coordinated event registrations via Unstop.	Ranchi

Certification

- Madhya Pradesh Medhavi Chhatra Yojna Scholarship (2024):** Awarded state merit scholarship under the Madhya Pradesh government scheme, recognizing academic excellence and competitive performance.
- NTSE Stage 1 Scholar (2019):** Qualified for the prestigious nationwide scholarship program for academic merit.
- INSEAD Singapore, Entrepreneurship Workshop (Jul 2022):** Participated in 5-day intensive on startup and venture creation
- Semrush Academy – SEO Essentials Certificate (2024):** keyword research, on-page optimization, and content performance tracking.
- Anthropic – AI Fluency Framework and Foundation (2024):** Certified in AI fundamentals and responsible AI use.

Skills

Web Development (WordPress, Webflow, HTML), UIX (Figma, Canva), SEO, Google Analytics, Data Analysis, Project & Campaign Management, Team Leadership & Mentoring, Video Editing (DaVinci Resolve), Live Streaming (OBS), Microsoft Excel