

EDUCATION

- **Ashoka University, 2022**, Post Graduate Diploma in Entrepreneurial Leadership and Strategy, GPA: 3.63/4
- **Ashoka University, 2021**, B.A (Hons.) Economics, GPA: 3.57/4
- **DPS Mathura Road, AISCE** (Class 12 Board Examination), 2018, Percentage: 95%
- **Relavant Coursework:** Statistics for Economists, Econometrics, Innovation and Design Thinking, Marketing and Finance, Business Analysis and Strategy, Theory & Practice of Leadership, Investments and Real Estate, Digital Marketing, Game Theory
- **Technical Skills:** Proficiency in Microsoft Office Suite, Stata, R, Phyton, SPSS, C++, SQL, PowerB, Data Visualization and Analytics.

WORK EXPERIENCE

Metal & Steel India | India's Leading Supplier for Stainless Steel Raw Materials | Operations & Sales Manager, Aug'23–Present

- Spearheaded net new business development by identifying and generating 50+ qualified leads and 10 new customers through improved sales processes and digital marketing. Hired 4 sales agents across different states to lead business expansion.
- Participated in leading B2B Steel Industry exhibitions and forums across the country and identified 100+ prospective customers. Established relationships with OEM, kitchenware and automobile manufacturers.
- Benchmarked industry best practices by visiting 10 state of the art steel mills in China & Vietnam, identified latest innovations in the industry and new B2C product categories, developed strong relationship with suppliers.
- Optimised operations by creating a systemic inventory and warehouse management system, resulting in reduced costs.
- Designed a comprehensive commission based salary plan for employees, boosted motivation and reduced attrition.
- Applied cost cutting in areas that were neglected and leveraged the scale of our business to secure bulk deals for products, previously not happening at branch level.
- Introduced GPS monitoring systems on our fleet of vehicles, after thorough research in the domain, which allowed monitoring the fuel misuse and thereby reduced costs.

Positive Moves Consulting | Boutique Executive Search and Leadership Advisory Firm | Management Trainee, July'22–July'23

- Executed end-to-end executive search mandates across Technology, IT Services, Consumer, FMCG, Private Equity, Healthcare & Life Sciences industries. Closed 9 mandates in the first year, the most by any new employee in 2022-23.
- Accelerated new business development efforts in North America by identifying and creating a database of 100+ prospective customers in IT Services/Product Engineering industry. Created 20+ innovative presentations to pitch for new work.
- Built a strong network of 100+ global CEOs/CXOs by undertaking briefings and actively engaging with them.
- Conducted 30+ campus interviews for new joiners in 2023, led training and peer mentoring programs, reduced onboarding time by 50%.
- Conducted primary/secondary research, undertook 500+ strategic briefings & candidate assessments, performed in-depth data driven industry analysis to understand the client's business, competitive landscape and economic/technological market trends.

Adobe | Global Leader in Digital Media & Digital Marketing Solutions | Process and Customer Experience Intern, May'21–Aug'21

- Identified industry best practices, suggested process changes to improve customer experience and communication methods resulting in increased process compliance and quality score by 20%.
- Conducted primary research and stakeholder analysis to identify gaps in current processes. Implemented customer experience quality audits resulting in 15% increase in CSAT and 30% reduction in Average Handle Time (AHT).
- Created prototypes for process improvements, performed A/B testing and coordinated with Tech and Operations teams in the US to pilot and implement solutions resulting in increased CPH (calls per hour) by 40%.
- Implemented peer recognition & VoC (voice of the customer) reward programs to increase agents motivation, reduced attrition by 15%.

Foxy | India's First Beauty Social E-Commerce App | Business Operations Intern, May'20–Aug'20

- Improved Operations, CRM and Logistics/Warehouse Management by resolving 500+ customer queries weekly for India's first beauty Social Commerce app, Foxy.
- Spearheaded research to improve User Experience (UX), performed industry analysis and interacted with customers on ground (30+ beauty salons in Delhi NCR) to understand inefficiencies and proposed a tech-enabled platform as an effective solution.
- Performed data analysis and identified a rising trend of cancelled orders due to delayed complaint resolutions. Proactively collaborated with the technology team to implement an AI-driven chatbot, ensuring 24/7 customer support. This initiative significantly reduced order cancellations by 30% and improved overall customer satisfaction levels.

Social: Integration and Learning | South African Youth Empowerment Company | Business Development Intern, Feb'21–April'21

- Used design thinking tools to identify target customers and focused on their demands to expand market reach to 15+ universities.
- Utilized feedback of 100+ customers & 30+ employers to curate an upskilling program, also proposed a customer acquisition strategy.

Grant Thornton LLP, Financial Modelling & Valuations Trainee, Aug'19–Sep'19

- Undertook a training program, designed comprehensive financial models, learnt valuation techniques.
- Designed revenue and expense models for industries; built dashboards to present models; created automated reports.

PROJECTS AND RESEARCH

Digital Marketing Campaign: For a newly built platform called “BingeIt!”- a new age TV show review blog Jan’22-May’22

Launched a digital marketing campaign, tracked Website Analytics, performed SEO, created Google Ads and Facebook Ads Campaign, analysed Ad statistics, Marketing Ratios and other KPIs to increase traction for the TV show blog created by the team.

Real Estate Pitch and SWOT Analysis, Ashoka University Feb’22-April’22

Analysed the Real Estate Market in Gurgaon, Haryana. Also performed a detailed SWOT analysis for 4 real estate properties and pitched the best one to a panel of industry experts after considering multiple factors like location, price, and upcoming infrastructure.

New Venture Planning Pitch: “Social”: a Holistic Career Development Platform Sep’21-Dev’21

Brainstormed an innovative business idea, identified a gap in the market, proposed possible solutions/business ideas, performed detailed customer segmentation, qualitative and quantitative analysis, leveraged customer feedback to build the core product package; Built prototypes and created a comprehensive operations, marketing and financial plan.

Twitter Thread: Financial Crises & the Indian Economy, Ashoka University Mar’21-May’21

Developed a research-driven, graphical and visual representation of the financial crisis in 1979 and 2018 (from Indian Economy's Point of view), performed a thorough comparative analysis.

Research Paper: Artificial Intelligence, Automation & the Future of Work, Ashoka University Jan’21-May’21

Analysed the impact of AI, automation and machine learning on the labor market, across sectors and economies using data and reviewing existing literature.

Economics Research Project: Inter-State Comparative Study Feb’21-April’21

Performed comparative analysis of West Bengal and Bangladesh across political economy, GDP, literacy, and female LFPR.

POSITIONS OF RESPONSIBILITY

Vice President, Ashoka Entrepreneurship Club Mar’21-May’22

Curated the E-Club in Ashoka University from scratch to 40+ Members; Created a strong online community of 200+ members.

Senior Associate, Ashoka Consulting Club Sep’19-Sep’21

Equipped myself with the consultant's toolkit acquiring industry relevant skills such as Value Chain Analysis, Market Entry frameworks etc.

Student Representative, Centre for Entrepreneurship - Ashoka University Sep’21-April’22

Worked hand-in-hand with the department to scale Entrepreneurship in the University from 12 courses to 29. This involved the creation of course outlines, meetings with the new faculty, and an active & day-to-day troubleshooting of student queries and problems. I handled over 200+ queries.

AWARDS AND ACCOMPLISHMENTS

- Awarded the Best Budding Hire of 2022-23 at Positive Moves Consulting (among 25 consultants) for exceptional performance.
- Adobe Intern Project Expo 2021 Winner (top 10 among 650+ students from 14 countries).
- Made it to the Dean’s List for securing a GPA of more than 3.65 in 5 out of 8 semesters.
- Gold Medal for exhibiting 9 consecutive years of exceptional academic performance in school.
- Represented University Tennis Team, participated in various private tournaments.
- Awarded a Trophy for securing 2nd position in the K.P Singh State Chess Tournament 2021; Participated in National Chess tournaments.