

EDUCATION

Indiana University - Kelley School of Business | Bloomington, IN

May 2024

Bachelor of Science in Business

Majors: Professional Sales, Business Analytics, Operations Management

GPA: 3.67/4.00

Awards and Honors:

- Hutton Honors College:** Faculty-selected from top 10% of class to participate in rigorous business honors and academics
- Dean’s List + Founders Scholar:** Placed on the highest academic list for incredible academic performance during spring 2021
- Competitions:** 1st– GSEA Startup Competition by EO; 3rd– The Heritage Group Case Competition; 3rd– 3M Case Competition

Kelley Global Sales Workshop | Bloomington, IN

February 2022 - Present

Selected Member

- Earned a coveted spot in a highly accredited and prestigious sales workshop that is renowned for producing top-tier sales professionals for world-class corporate partners.
- Engaged in sales competitions sponsored by corporate partners, utilizing the SPIN techniques learned in classroom settings. Showcased adept skills in applying these techniques to effectively persuade and close sales deals.

WORK EXPERIENCE

Karuna Management Services Ltd - Samsung Mobiles | Maharashtra, India

May 2023 – Present

- Enhance brand visibility and customer engagement within the assigned market segment for Samsung Electronics distribution house through targeted marketing initiatives, aiming for a 15% overall visibility increase.
- Contribute to enhanced efficiency and seamless product flow by actively participating in supply chain operations, including inventory management, logistics coordination, and order fulfillment processes during the internship.

Helpistry | Bangalore, India

June 2020 – January 2023

Co-founder and CEO

- Established and operated an online education platform catering to individuals aged 60+. Generated \$8000+ in profit, empowering participants through interactive classes to enhance their digital and personal growth in an evolving technological landscape
- Demonstrated exceptional entrepreneurial acumen and presentation skills, winning 1st place at the GSEA 2021 entrepreneurship competition hosted by EO. Impressed a panel of investors with Helpistry's innovative concept, securing \$1,000 in prizes.
- Established partnerships with Nationwide Clubs & schools across 5 continents, fostering collaborative learning initiatives. Facilitated enriching classes on applications, providing learning opportunities and fostering a global network of knowledge-sharing.

Nordusk LED | Kolkata, India

May 2022 – August 2021

Digital Sales and Marketing intern

- Implemented SEO practices with a focus on local references, resulting in a significant increase in organic traffic and a notable 15% boost in the monthly customer conversion rate.
- Successfully launched a major product revamp on e-commerce platforms such as Amazon, Flipkart, and others, resulting in a significant 47% rise in brand visibility. This strategic initiative enhanced the brand's presence and attracted more customer attention.

LEADERSHIP & INVOLVEMENT

Pi Sigma Epsilon – Epsilon Omicron (Professional Marketing Fraternity) | Bloomington,

January 2022 - Present

Director of Professional Development (May 2022 – December 2022)

- Educate 26 newly admitted fraternity members weekly on various professional development topics like resumes and cover letters
- Organize weekly networking events, workshops, and case competitions to work on the development of each existing member

Apex at IU | Bloomington, IN

October 2021 - Present

Founder & President

- Develop IU’s first financial literacy & business organization, through strategic direction and active recruitment for 45+ members
- Recognized by IU’s board for consistency, diversity and marketing skills resulting in an increase of 66% in membership semesterly

IU2U Student Leader | Bloomington, IN

January 2022 – June 2022

Student Leader

- Employed as one of the 15 leaders among a competitive pool of students to represent IU and serve as a mentor for the incoming class
- Brainstormed as a team to prepare virtual activities, webinars, and orientation for incoming freshman to answer their questions

SKILLS & INTERESTS

Guitar

Supply Chain

Digital Marketing

Video Making

SPIN Selling

F.R.I.E.N.D.S