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## EDUCATION AND QUALIFICATIONS

**Dr. B. R. Ambedkar University, Agra**  
Bachelor of Arts, Content Writing

May 2021  
Cumulative GPA: 7.00/10.00

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## INTERNSHIPS

### KPMG

*Data Analytics Intern*

**Remote**

January 2021

- Designed a customer acquisition strategy revolving around company life cycles from formation to acquisition and generate new leads through various paid media channels leading to a 10x growth in subscriptions and awarded with Letter of Recommendation
- Assisted SEO via developing and executing SEO strategy, onsite and offsite optimization, and collaborating with cross-functional teams to increase website's unpaid traffic and ensuring consistent digital engagement

### Whizupp

*Marketing Strategy Intern*

**Jaipur, India**

April 2020 – May 2020

- Operated social media accounts on a daily basis, increasing daily engagements by over 400%
- Organized and managed logistics, designed and wrote investor handouts for their second annual investor summit for 70+ of Human Ventures' advisors, investors, and supporters
- Conducted market research and participated in design sprints to provide early feedback to several entrepreneurs-in-residence

### Acad Indus International Conventions

*Digital Marketing Executive*

**Remote**

January 2020 – April 2020

- Contributed to the company's new digital marketing strategy by researching market trends and client needs, while creating campaigns to increase brand presence and efficacy
- Developed the digital marketing strategy which in 3 months increased conversion rate by **35%** and awarded with an appreciation letter for top performance
- Executed 10+email marketing campaigns for the launch of Global Tech Education Summit

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## SKILLS & INTERESTS

**Skills:** Content Writing, Marketing Analytics & Strategy, Digital Marketing, Leadership, Microsoft Office,

**Interests:** Long Distance Cycling, Badminton, Video Editing