

EDUCATION

- Narsee Monjee Institute of Management Studies (NMIMS)** Jul '23 - Mar '26
- Bachelor of Business Administration (Marketing and Management), CGPA: 3.61/4
- Sushila Birla Girls' School (SBGS)** 2023
- CBSE Class XII (2023): 93% | CBSE Class X (2021): 85.2%

PROFESSIONAL EXPERIENCE

- 1. Strategic & Outreach Research Associate, Passage R&D Programme, Aizen Solutions** Jul '26 - Present
- Lead outreach and stakeholder coordination across six research segments for the Passage R&D Programme.
 - Attend and document structured insights from 40+ stakeholder interviews to support qualitative research.
 - Synthesize interview findings into segment-wise research reports, contributing to the programme's final cross-sector insights document.
- 2. Associate – Brand Operations & Strategy, Casa Italiana** Jun '26 - Present
- Work directly with the Founder as one of the company's first hires, driving cross-functional initiatives across business operations, brand strategy, partnerships, process development, and customer experience within a high-growth startup environment.
 - Serve as the primary business point of contact, coordinating internal teams, external vendors, and strategic partners to ensure seamless execution of business operations.
 - Support end-to-end implementation of CRM, website, and Amazon Marketplace integrations to strengthen digital infrastructure and streamline business operations.
 - Develop SOPs, manage business documentation, and streamline onboarding workflows for vendors, B2B partners, and marketing initiatives.
 - Maintain inventory records, monitor stock movement, and coordinate with procurement to improve inventory visibility and operational efficiency.
 - Collaborate with the marketing team on content strategy, campaign planning, scheduling, and performance tracking across digital platforms.
 - Manage customer-facing communication, coordinating issue resolution to ensure a seamless customer experience.
- 3. Social Media Intern, StockEdge & Elearnmarkets** Feb '25 - May '25
- Planned and executed 25+ integrated social media campaigns from ideation to publishing across finance-focused platforms.
 - Created engaging content across Instagram and Twitter/X, contributing to a 60% increase in account reach.
 - Analysed campaign performance metrics to optimise content strategy and improve audience engagement.

ACADEMIC PROJECTS

- GRWM (Get Ready With Me):** Conducted user research through surveys and interviews to identify pain points in outfit selection and co-developed an AI-powered styling application using Design Thinking and the SCAMPER framework.
- Ecocity, Business Model Canvas:** Developed a sustainable urban development business model using the Business Model Canvas framework.

POSITIONS OF RESPONSIBILITY

- President, Swabhimaan – Entrepreneurship Cell (2022–2023)**
Led a 250+ member entrepreneurship cell, organising events, managing teams, and coordinating with faculty and external stakeholders.
- Member, Smayan – Social Networking Cell (2022–2023) & Paradigm – Business & Research Department (2023–2024)**
Contributed to student engagement initiatives, event coordination, and research-driven discussions across business-focused activities.
- Volunteer, Sheable Foundation (2023–2024)**
Supported menstrual equity and community awareness initiatives through youth-led outreach programmes in Kolkata.

ADDITIONAL INFORMATION

AI & Productivity: ChatGPT, Canva AI, Notion AI

Analytics: Tableau (Basic)

Core Competencies: Business Strategy, Brand Operations, Process Development, Marketing Strategy, Business Research, Stakeholder Management, Project Coordination

Leadership: Team Coordination, Communication, Presentation Design & Pitch Deck Creation