



GROWTH MARKETER

PROFILE

Strategic and results-driven **MBA professional with a strong foundation in marketing, branding, and business development**. Skilled at crafting data-backed strategies that enhance brand visibility, customer engagement, and overall market positioning. Proven experience of combining analytical thinking with creative execution to drive impactful campaigns and meaningful customer experiences. Passionate about building strong brand identities and contributing to business success through insight-led marketing and strategic communication.

EDUCATION

MBA: 81.04% IIM Bodhgaya	2023-2025
BA(HONS)ENG: 6.63 CGPA Aryabhatta College, DU	2019-2022
XII CBSE: 79.6% DSN Sr. Sec. School, Bhiwani	2018-2019
X CBSE: 10 CGPA DSN Sr. Sec. School, Bhiwani	2016-2017

SKILLS

- **Market Research & Competitive Intelligence**
- **Digital Campaign Planning & Execution**
- **B2B Marketing & Demand Generation**
- **Data-Driven Marketing & Performance Analysis**
- **Customer Experience (CX) & Zoho CRM**
- **Product Management & Go-to-Market Strategy**
- **Social Media Strategy & Omnichannel Marketing**
- **Content Marketing & Thought Leadership**
- **Public Relations & Brand Communication**
- **Strategic Communication & Storytelling**
- **Key Account Management**
- **Stakeholder & Relationship Management**
- **Cross-Functional Team Collaboration**
- **Meta Marketing and Google Adwords**

CERTIFICATIONS

- **Customer Relationship Management**– CRM strategies, customer lifecycle, retention tactics.
- **Digital Product Management**– Applied skills across 5+ product lifecycle stages.
- **Global B2B Marketing Strategy**– Created strategies for 5+ real-world business scenarios.
- **Data Analytics Virtual Internship**– Gained hands-on experience with Excel, Tableau, Power BI.
- **Omnichannel Marketing**– Learned 5 techniques to boost multi-channel customer reach.
- **Exploring Project Management**– Covered basics of project planning, agile, and risk management.

WORK EXPERIENCE

Product Manager | Feb'25 - Present

CITARA PLEX PRIVATE LIMITED

- **Drove end-to-end sales growth** by generating and converting high-value leads (₹8 Cr+), expanding the B2B pipeline by 35% and **launching three new regional markets**.
- Built and **nurtured 50+ enterprise and HNI relationships** using Zoho CRM, strengthening retention and enabling smooth cross-functional stakeholder collaboration.
- **Led digital marketing campaigns across Meta Ads, SEO, WhatsApp, and email marketing**, boosting qualified leads by 40% and cutting CPL by 25% through data-backed optimization.
- **Managed full product lifecycle and GTM strategy** from feature ideation to launch, refining offerings via customer insights and aligning marketing assets for consistent brand messaging.
- Created **end-to-end social media strategy** for brand visibility

Summer Trainee | Apr'24 - Jul'24

MARUTI SUZUKI INDIA LIMITED

- **Market Research of over 40 automobile outlets** evaluating digital assets across key markets.
- **Streamlined 50+ product process features**, uncovering customer experience and enhanced operational efficiency.
- **Optimized 4 enterprise sales app frameworks**, improving UX, workflows, and CRM efficiency.
- Created **strategy presentations and process improvement plans** to drive market growth and strengthen GTM strategies.

POSITION OF RESPONSIBILITY

PR Manager, Content Writer: Media & PR Cell, IIMBG

- **Led a 35-member team** delivering high-impact campaigns, securing top-tier coverage like Hindustan & Dainik Bhaskar.
- **Executed PR strategies that boosted media visibility** by 25% and strengthened brand positioning through targeted outreach and messaging.
- **Crafted strategic PR reports and editorial content** highlighting key achievements and strengthening the organization's public image and stakeholder trust.

POC, Social Media Manager: EBSB Club, IIMBG

- Led a 25+ member team to **execute 10+ national events and initiatives, driving 30% higher social media engagement**.
- **Boosted participation** through strategic promotions, partnerships, and effective stakeholder collaboration.