

ACADEMIC QUALIFICATION				
Qualification	Institute	Board / University	Year	% / CGPA
GWDD+	Arena Animation	-	2020-21	7
B.com Honours	St. Xavier's College (Autonomous), Kolkata	Calcutta University	2018-21	7.33
Class XII	KV, Embassy of India, Kathmandu	CBSE	2018	92.25%
Class X	KV, Embassy of India, Kathmandu	CBSE	2016	9.4

EXPERIENCE	
<b>Creative Threads</b> (Oct'24- Mar'25)	<p><b>Founder</b></p> <ul style="list-style-type: none"> <li>Founded and scaled a full-service marketing agency, overseeing all aspects of business operations, branding, digital marketing, and client acquisition, driving significant revenue growth.</li> <li>Led high-impact campaigns across SMM, SEO, paid ads, and content marketing, significantly enhancing brand visibility, engagement, and ROI.</li> <li>Delivered strategic brand positioning through data-driven decision-making and effective storytelling for a diverse client portfolio.</li> <li>Single-handedly managed business development, project management, negotiations, and team coordination, ensuring streamlined service delivery and growth.</li> <li>Optimized performance using analytics and market insights, achieving improved customer engagement and conversion rates.</li> </ul>
<b>MyGate</b> (Sep'23 - Oct'23)	<p><b>Brand Manager</b></p> <ul style="list-style-type: none"> <li>Led cross-functional teams to execute integrated marketing strategies, driving brand consistency, customer acquisition, and product positioning for SaaS-based advertising solutions.</li> <li>Developed data-driven strategies using market research and performance analytics, optimizing ROI and enhancing brand engagement.</li> <li>Directed a team of sales and marketing professionals, mentoring them for improved performance, conversion rates, and client retention.</li> </ul>
<b>Tablt Pharmacy</b> (Mar'22- Mar'23)	<p><b>Senior Marketing Executive</b></p> <ul style="list-style-type: none"> <li>Led OOH campaigns, health camps, and lead nurturing initiatives, driving customer acquisition and retention.</li> <li>Created compelling content and SEO-optimized copy, enhancing website performance, organic traffic, and resolving website errors through audits to improve user experience and SEO rankings.</li> <li>Developed data-driven reports on social media, improving CPC, CTR, and conversion rates by 15%.</li> <li>Spearheaded an INR 2 million OOH campaign, increasing customer acquisition by 6% and reducing CAC by 20%.</li> </ul>

\*\*Took a brief career break due to family commitments (Mother's health).

POSITIONS OF RESPONSIBILITY	
<b>Hindi Literary Society – Working Committee Member</b>	Developed agendas, managed event registrations, and created networking opportunities for a successful event.
<b>Core-Member of Debating Club</b>	Advised team members on speech materials, developed leadership and communication skills, and competed in several inter-school debating competitions.

ACADEMIC ACHIEVEMENTS	
Secured International Rank- 6 and Zonal Rank-2 in the 6th SOF International English Olympiad	
CERTIFICATIONS	
Social Media Marketing offered by Hewlett-Packard	
Inbound Sales offered by HubSpot Academy	
Excel Essentials offered by Udemy	
Fundamental of Digital Marketing offered by Google	
Web Accessibility Training at UNICEF	

EXTRA CURRICULAR ACTIVITIES	
<b>Social Work Intern at Blue Diamond Society</b>	Active member, organized and led an event (HIV prevention drive, Human Rights, and Media Advocacy) as part of a 5-member core committee.

**LANGUAGE PROFICIENCY:** English, Hindi, Nepali, Marwari

SKILLS & TOOLS
Strategic Brand Development, Performance Marketing, Data-Driven Campaign Optimization, Ads Retargeting, A/B Testing, Audience Segmentation, Business Growth & Client Acquisition, Market Research, Consumer Insights, Cross-Channel Campaign Management, Team Leadership, Communication.
Microsoft Office (Excel, Word, PowerPoint), Digital Ads (Facebook Ads, Google Ads, LinkedIn Ads, Instagram Ads), Graphics Designing (Adobe Illustrator, Photoshop, Canva), HubSpot, Google Analytics, SEMrush, Ahrefs.