

Content Marketer & Creator | UGC & On-Camera Presenter | Trained Carnatic Singer | Top 10%ile

ACADEMIC PROFILE

Creator Marketer	The LIT School, Bangalore	-	2025-26
B. Com (Hons)	Institute of Information Technology and Management, GGSIPU	88.60%	2020-23
Class XII	Himalaya Public School, Rohini (CBSE)	75.80%	2019-20

ACADEMIC ACHIEVEMENTS

▪ Won the EPIC Challenge , a high-stakes brand and content brief competition among 30 students at The LIT School.	2025
▪ Won LIT Day Challenge with Scoop whoop , pitched a winning audience growth strategy against the entire batch.	2025
▪ Accomplished an overall Top 10%ile rank out of a total batch of 120+ students in final examinations of B. Com	2023
▪ Attained ' O ' grade in 17 of 40 courses including Consumer Behavior and Market Research in GGSIPU UG	2022

EXPERIENCES, PROJECTS & CERTIFICATION

Freelance	<ul style="list-style-type: none"> ▪ Content Marketer & Creator 2025 - Delivered end-to-end content strategy and short-form videos for Pronto, JITO and 10+ brands - Short-form video and reels for Pronto, JITO, Swish, Personal Touch Skincare, Everyday Friday
Z1 Tech	<ul style="list-style-type: none"> ▪ Human Resource Associate 2024 - Managed brand visibility and candidate engagement across LinkedIn and job platforms - Drove 30% shortlisting improvement and 85%+ offer-to-joining conversion across 10+ cycles
Metvy	<ul style="list-style-type: none"> ▪ Sales & Marketing Head Intern 2023 - Generated INR 70K+ in revenue and led a team of 12 across sales and marketing operations
Indian Silicon Valley	<ul style="list-style-type: none"> ▪ Brand Website — College Project 2025 - Designed and developed a full website for a VC firm using Figma and Webflow
Urban Vault	<ul style="list-style-type: none"> ▪ Google Ads Campaign — College Project 2025 - Set up and managed Google Ads campaign for Urban Vault, drove 31 conversions in 1 month - Ranked 1st among competing groups at LIT School 2025
Forge Designers	<ul style="list-style-type: none"> ▪ Project — Social Media Head 2023 - Achieved 150% increase in social media outreach and engagement and increasing clientele by 34%

SKILLS

▪ Content Strategy	▪ Social Media Marketing	▪ Short & Long Form Content	▪ Copywriting
▪ Campaign Mgt.	▪ On-Camera Presentation	▪ Adobe Premiere Pro	▪ Figma & Webflow

POSITIONS OF RESPONSIBILITY

The LIT School	<ul style="list-style-type: none"> ▪ Sponsorships & Partnerships — Naama Creator Carnival 2025 - Secured 5+ brand sponsors and brand collaborations for Naama Creator Carnival - Led sponsorship outreach for a creator event with 10+ creators and 70+ participants
Institute of Information Technology and Management	<ul style="list-style-type: none"> ▪ General Secretary, Engravers; Music Society 2021-23 - Spearheaded a group of 8+ members in 10+ music and cultural competitions in colleges in Delhi-NCR - Recruited 20 people out of a pool of 200+ applications for various roles through a 3-stage process - Administered and organized 30+ workshops for the members on the theory of music and singing ▪ Team Head, Environment Committee 2021-22 - Distributed 150+ sanitary pads to 90+ marginalized women and planting 250+ trees in city parks - Conducted 5 social drives with 100+ footfall regarding sanitation, plantation and blood donation ▪ Event Head – Fiesta, College Event 2023 - Spearheaded a team of 10+ in organizing the annual fest with 10+ events and 1000+ participants - Co-headed a Creative Learning Competition with 70+ school and college student participant

EXTRA CURRICULAR ACTIVITIES

Social Service	<ul style="list-style-type: none"> ▪ Participated in regular cleanliness drives around the Delhi-NCR for 2 yr under Vrikshit NGO ▪ Distributed 1000+ food packets in pandemic with a 15-member team of Khushi Foundation ▪ Brainstormed 6 fundraising ideas for marginalized communities at Aashmaan Foundation 	2023 2022 2021
Cultural	<ul style="list-style-type: none"> ▪ Secured the 3rd Position in the Indian Choir Competition, in the Annual Fest at AIIMS, Delhi ▪ Won 1st position at Symbiosis Centre of Management Studies in the Solo Singing Competition ▪ Secured 3rd Position at Shyam Lal College's Annual Festival in the Battle of Bands competition 	2021 2021 2023
Run Club	<ul style="list-style-type: none"> ▪ Designed a T-shirt for Urban Vault's Startup Run worn by 40+ participants at the live event 	2025
Public Speaking	<ul style="list-style-type: none"> ▪ Awarded the 'best debut speaker' in the toastmasters International, Connaught place branch 	2023
Others	<ul style="list-style-type: none"> ▪ Hobbies – Singing, Painting and culinary 	