

ACADEMIC PROFILE			
PGP	-	MICA, Ahmedabad	2025
B.Tech (Electrical and Electronics)	77.00 %	Kalinga Institute Of Industrial Technology, Bhubaneswar	2018
Class XII(ICSE)	88.83 %	St. Xavier's School, Burdwan	2014
Class X(ICSE)	88.71 %	St. Xavier's School, Burdwan	2012
SUMMER INTERNSHIP			2 Months
MARS Cosmetics, New Delhi		Marketing & Analytics Intern	Apr - Jun 2024
<ul style="list-style-type: none">Created the organization’s first Brand Book, establishing a cohesive brand identity and visual messaging guide2% Month over Month digital marketing ROI boosted by A/B testing and reduced ad fatigue using MS Clarity and Shopify data0.3% MoM increase in conversion rate driven by implementing UX changes with MS Clarity heatmaps and Shopify data insights5% Month over Month improvement in website traffic by via audits, consumer surveys, and competitor benchmarkingTVF Girliyapa's Sisters S2 (1.1M+ views) partnership secured by developing ORM guidelines and enhancing brand sentimentAssisted Cannes campaign for Nancy Tyagi, creating PR content and a dedicated website section for her look, boosting salesEvaluated marketing agencies for WhatsApp marketing and AI/XR engagement platforms to increase traffic & UX experienceCrafted product decks for the ‘Nykaa Best in Beauty’ competition, driving trust of top 2 SKUs: City Paradise & 4-in-1 Travel BrushIdeated packaging for the new SKU ‘Trio’ (3-in-1 product) using semiotics and heuristics data to appeal to Gen-Z & MillennialsBoosted SEO rankings by identifying keyword and backlink gaps using Google Trends, SEMRush, and Google AdsIncreased media engagement by developing PR guidelines and strategy decks for brand visibility and building +ve brand equityFormulated data-driven pricing strategies and website improvements to increase upsell and cross-sell opportunities			
WORK EXPERIENCE			61 Months
Accenture, Kolkata		Custom Software Engg. Senior Analyst	Dec 2021 - Jun 2023
<ul style="list-style-type: none">95% uptime of critical systems ensured for a Fortune 500 US Insurer by leveraging advanced troubleshooting skills10% issue resolution accelerated by coordinating with the US-based client team on 12+ enhancements20% customer satisfaction enhanced by rectifying 400+ payment issues in just 10 days as SME for the MCC module20% increase in productivity of junior team members in the team by coaching them on new skills			
Accenture, Mumbai		Application Development Analyst	May 2020 - Dec 2021
<ul style="list-style-type: none">15% reduction in sprint cycle time by end-to-end supervision, management, and streamlining of weekly releasesImplemented telematics implementation, optimizing APIs and designing intuitive policy interfaces for a \$22B US insurer20% reduction in time variances by preparing project estimates to incorporate more features & user stories as part of ongoing sprint			
Accenture, Mumbai		Application Development Associate	Apr 2018 - Apr 2020
<ul style="list-style-type: none">5% acceleration in delivery by contribution to a pivotal Fortune 500 US insurance initiative20% claim tracking efficiency boosted by consulting via Claims Milestone integration on Duck Creek claims software			
LIVE PROJECTS			
Zupee, Gurugram		Media & Entertainment Studies	Nov 2024 - Jan 2025
<ul style="list-style-type: none">Supported Zupee’s \$600M valuation and growth goals by developing predictive models for installs, engagement, and monetizationCollaborated on user acquisition and engagement analytics, contributing to targeted product enhancement			
Oorja & IWMI, Bahraich		Rural Immersion	Sep 2024 - Sep 2024
<ul style="list-style-type: none">Over 35 hours of field research conducted, including 6 FGDs and 15 IDIs across 4 villages, to identify challenges in adoptionProposed app upgrades focused on real-time advisory and data-driven tracking to improve adoption and resource optimization			
Enamor & Publicis Groupe, Bangalore		Cultural Analysis & Application	Aug 2024 - Mar 2025
<ul style="list-style-type: none">35+ in-depth interviews conducted to identify key motivations, preferences, and emotional triggers across TGLeveraged digital ethnography and social media listening to track youth narratives, emerging trends, and cultural movements			
MARS Cosmetics, New Delhi		Consultant	Jul 2024 - Mar 2025
<ul style="list-style-type: none">9% traffic increased & 2% online sales boosted by optimizing website UX via improved content, design & functionalityLed kiosk branding across 4 cities and 5 malls with creative briefs and hyper-localized copies, enhancing brand presence28.8% increase in AOV to INR 644 from INR 500 through targeted ad creatives and messaging from the previous quarter			
POSITIONS OF RESPONSIBILITY			
MICA, Ahmedabad	Member, MiQuest, The MICA Quiz Club		2024-25
	<ul style="list-style-type: none">Expanded quizzing outreach through multichannel marketing and partnershipsEnhanced digital presence via content creation and consistent brand development		
KIIT University, Bhubaneswar	Member, Planning & Operations, AEC, The MICA Alumni Engagement Committee		2023-24
	<ul style="list-style-type: none">Executed 12 alumni events with 1,500+ attendees: fostering stakeholder relationships		
KIIT University, Bhubaneswar	Coordinator of Qutopia, Quizzing Society of KIIT University, Bhubaneswar		2017-18
	<ul style="list-style-type: none">Spearheaded end-to-end execution for Udgosh, a National level quiz, driving engagement		
ACCOMPLISHMENTS			
Academic	Top 50, INR 2 Lakh only, 4 years, Merit cum Means scholarship, GP Birla Foundation, Kolkata		2014
Competitions	Top 16/2788 in vertical 'Nexus Tech,' National Semi-Finalist , Sun Tzu, Avalon Consulting		2024
Professional	1/60, Award, 1600 points, Client Value Creation, Accenture, Mumbai		2022
	Top 3/200, 1600 points, AIG SCUP/PCG ACE Idea Challenge, presented to onshore leadership		2022
Quizzing	3 rd , National , KIIT Fest Quiz, KIIT, Bhubaneswar		2017
	3/698 teams, National , Brandwidth Brand Quiz, MiCanvas 2023, MICA Ahmedabad		2023
Social Work	Volunteer, NA-Covid Cares Warriors Team, Accenture, Mumbai		2021
SKILLS	MS Excel, Powerpoint, Canva, SQL, Python, C#, .NET		
INTERESTS	Quizzing, Football, Photography, Formula One		