

ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	% / CGPA
2019	PGDRM	Institute of Rural Management, IRMA, Anand	2.52/4.33
2014	B.Tech (DT)	National Dairy Research Institute, NDRI, Karnal	8.1
2009	Class XII (CBSE)	Kendriya Vidyalaya, RCF Kapurthala	85.40
2007	Class X (CBSE)	Kendriya Vidyalaya, RCF Kapurthala	78.00

WORK EXPERIENCE

Inthree Access Services	Current Designation- State Head- Sales	April 2019- April 2020
Digital Strategist	<ul style="list-style-type: none"> Devised a robust Digital strategy through stakeholders use cases, built a digital quotient team from scratch, and facilitated digital initiatives across different departments. 1000+ app download through FB ad and Lead generation through Social Media worth Rs. 20 Lac in two months Managed daily push notifications and lead banners for Boonbox Champ app. Managing Budget of 5 Lac per annum for digital marketing and initiatives for our 3 sales channels. Introduced gamification as part of customer engagement activity and pushing cash sale products in 50+ melas across India with the support of category and Sales team. 	
Field Sales & Business Development	<ul style="list-style-type: none"> Maintaining relationship with existing clients (MFIs) and meeting them regularly to drive sales, developing balance plan and resolving issues. Negotiating monthly sales plan of 60+ MFI branches in north region and providing them delivery report and sales performance Analyzing the sales data and reports to come up with business expansion opportunities with existing clients. Market Research for new MFIs or Business Correspondents, preparing pitch and converting leads into our customers. <p><i>Learning: To work as an Entrepreneur</i></p>	
E.I Dupont	Technical Officer (Sales)	July 2016- May 2017
	<ul style="list-style-type: none"> Identified and Converted sales leads from Verka Dairy and Mother Dairy to close deals worth INR 1.2 Crores of annual business. Worked with B2B client's like Amul, Cream Bell, Mother Dairy, Verka, Namaste India and Parag to understand their needs and develop customized local solutions, simultaneously coordinating with Dupont Innovation Centre for new product development. Coordinated with company's regional distributors in Delhi NCR for trials, order and supply of Food Ingredients. <p><i>Learning: - Business Relationship Management</i></p>	
Modern Dairy Pvt. Ltd	Technical Officer (Production)	Oct 2014- June 2016
	<ul style="list-style-type: none"> Planned, handled and coordinated production operations of 4 Lacs Liters Whey per shift in Nutritional Product Unit. Conducted safety walks for whey and casein production line to ensure ISO: 22000, GMP, GHP, HACCP and HALAL implementation. <p><i>Learning: Working under breakdown conditions</i></p>	
Grofers India Pvt Ltd	Management Internship Segment	Oct 2018- Nov 2018
Title: - Feasibility Analysis of Frozen, Dairy and Chilled products <ul style="list-style-type: none"> Analyzed Market and Grofers Sales Data to identify opportunities and recommended 18 PL products in Frozen and Dairy Category Connected with 50 + suppliers to source these recommended products and converted 10 of Frozen and Dairy co-suppliers. <p><i>Learning: Data Analysis on Excel</i></p>		
PwC	Development Internship Segment	June 2018-July 2018
Title: - Bihar Agriculture Growth and reform initiative <ul style="list-style-type: none"> Analyzed various Marketing Practices followed by Farmers and Producer Companies to Market Agricultural Produce based on primary survey and in-depth interviews of 100+ farmers & 50+wholesalers. <p><i>Learning: Art of Exploration</i></p>		

POSITION OF RESPONSIBILITY		YEAR
IRMA	Academic Committee Member	2017
	Marketing Club Board Member (Coordination and Management Team)	2017
NDRI	Sports Secretary and Literary Committee Coordinator	2013
ACHIEVEMENTS AND ACTIVITIES		YEAR
Academic	Winner of poster presentation for innovative Idea at National Symposium on World Milk Day.	2013
Sports	Won Gold Medal in Relay Race and Silver Medal in Badminton in Annual Sports Meet at NDRI.	2013
Cultural	Performed as Lead singer of “JAJABORS” (Music Band of IRMA) in Godrej Loud and “Milaap”	2017
	Awarded first prize in Singing (Folk Duet) in “Reveri” - Cultural Festival at NDRI	2012
Community Service	Awarded NCC’s B and C certificates in Army Wing	2012
Co-Curricular	Organized and participated in Brand Wagon (Quiz Event) and Digital Marketing Workshop	2017
KEY SKILLS		
Technical	Google Analytics, Google Ads, Facebook Ads, One Signal, Mail Chimp, Social media marketing	
Personal	Tenacity, Problem Solving Ability, team leader, multi-tasking and proactive	
Certification	Ultimate Google Analytics course by Udemy, SEO Tutorial A-Z + SEO For WordPress Website & Marketing by Udemy	