



ACADEMIC QUALIFICATIONS			
Year	Qualification	Institute	% / CGPA
2022	IPM-BBA	Indian Institute of Management Rohtak	8.02
2019	Class XII (CBSE)	Deep Memorial Public School, Ghaziabad	95.4%
2017	Class X (CBSE)	Deep Memorial Public School, Ghaziabad	91.2%
WORK EXPERIENCE			
Co-Founder AceIPM (Jan 21 – Present)	One-stop solution for IPMAT Preparation. <ul style="list-style-type: none"> Trained 1,100+ full course students, 1500+ Mock test-takers (highest in this segment) in a year Worked on multiple marketing channels to scale revenue to ₹1.5 Crore in 13 months YouTube Channel with 7,000+ subscribers and 500,000+ views 		
INTERNSHIP			
Krikso India Ltd.	Digital Marketing & Project Management Intern		May 20 – Jul 20
<ul style="list-style-type: none"> Conducted Technical SEO audit and planned out the content strategy and website overhaul as per the findings Delivered offline marketing materials and advised on market penetration 			
VapourHost Pvt Ltd.	Conversion Rate Optimization (Freelance)		Nov 18 – Dec 18
<ul style="list-style-type: none"> Devised a sales campaign for Black Friday and Cyber Monday events Amplified the conversion rate from 2.1% to 2.9%, an increase of 38% Crafted high converting landing pages and closed 103 orders in a 4 day campaign 			
Indian Institute of Commerce & Trade	Website Designer (Freelance)		Jul 18 – Oct 18
<ul style="list-style-type: none"> Redesigned two of the institute’s websites over WordPress CMS – IICTIndia.com and BTechCollege.com Improved the UI/UX and adopted a conversion-focused approach 			
Marketing Lobster LLP	Digital Marketing Consultant		Apr 17 – Sep 17
<ul style="list-style-type: none"> Explored expansion opportunities through niche research Designed the content strategy of all client websites Spearheaded the SEO and CRO team 			
ACADEMIC PROJECTS			
IIM Rohtak	Project Title – Estimating Search Traffic for Commercial Intent Keywords as a Function of SEO Ranking Factors <ul style="list-style-type: none"> Identified the factors that affect search visibility of a webpage on commercial-intent keywords Quantified the impact of each ranking factor on commercial-intent keywords Formulated a Hedonic Regression Model to predict commercial organic traffic of a website 		
POSITIONS OF RESPONSIBILITY			
Vice School Captain, DMPS	<ul style="list-style-type: none"> Led the student council to aid the school administration in ensuring discipline Prepared annual activity calendar and oversaw the logistics of each activity Expanded school’s social presence and updated the school website 		2018-19
ACHIEVEMENTS & EXTRA-CURRICULARS			
Competitions	<ul style="list-style-type: none"> Winner of “EO’s GSEA New Delhi”, representing AceIPM Winner of “Chaitanya”, leadership competition by IIM Indore Winner of “Just Ad it”, marketing competition by Lady shri Ram College, DU Winner of “Corporate Roadies”, marketing competition by DCAC, DU First runner up in "Artha Kshetra", finance competition by Hansraj College, DU Second runner up in “Youth de Conferencia”, b-plan competition by BITS Pilani Second runner up in “Ide-O-Logy”, b-plan competition by NMIMS Indore 		2022 2022 2021 2021 2021 2021 2021
Academic Achievements	<ul style="list-style-type: none"> Times NIE Student of the Year award 2018-19 AISSCE School Commerce Topper by scoring 95.4% CBSE Certificate of Merit for scoring 100/100 in Informatics Practices Subject Topper 11th English, Economics, Business Studies & Informatics Practice 		2019 2019 2019 2018
Others	<ul style="list-style-type: none"> Co-Founded PPTVBA, an edtech startup having 20,000+ product downloads Co-Founded OneGyan, an online school discovery & ERP solution Active Quora writer with more than 4,00,000 views Proficient in Digital Marketing & WordPress CMS 		