



New York, NY

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## EXPERIENCE

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### ShopShops

New York, USA | Jul – Sept 2021

*Marketing Intern*

- Founded and headed the company's TikTok Account to increase brand awareness among the US consumer base
- Assisted in social media livestream on Instagram, Facebook, YouTube, and TikTok as part of US growth strategy
- Collaborated in creating reports and developing insights for paid marketing funnels
- Created dashboards to track company KPI's to measure performance on a weekly basis

### Campus Clipper

New York, USA | Jul – Oct 2021

*Advertising Sales Intern*

- Developed and managed multi-platform digital advertising campaigns for business owners
- Grew market share through the combination of acquiring new business and increasing share within the existing client base
- Achieved business owner satisfaction by using proactive client engagement strategy
- Closed numerous B2B sales by conducting repetitive direct sales marketing operations, and competitive selling

### Jorjy

Gurgaon, India | Nov 2019 - Jan 2021

*Founder*

- Founded a hand embroidered luxury cushions startup to cater to the niche gap in the market
- Introduced the company in 6+ consumer exhibitions internationally, generated a revenue of \$30,000 in the first 8 months
- Achieved a global customer reach between UAE and India

### Seatrack International Tradex Pvt Ltd

New Delhi, India | April – Sept 2020

*COVID-19 Products Development Lead Intern*

- Implemented 15+ sustainable and re-usable chic designs for COVID-19 masks and PPE Kit Suits
- Curated marketing adverts for exclusive product placement
- Worked with Quality Check Department to ensure unique packaging for products
- Headed the CSR Drive by donating 2,000+ products to the community

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## EDUCATION

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### Parsons School of Design

New York, USA | Sept 2018 - May 2022

*Bachelor of Business Administration* Strategic Design and Management, Minor in Fashion Communication

Cumulative GPA: 3.97

Honors: Dean's List 2018 - 2022

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## LEADERSHIP AFFILIATIONS

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### YPO Next Generation

New York, USA | Present

*Member*

Networking, peer-to-peer learning and idea exchange among young peer presidents, chairpersons, or CEO's

### Entrepreneurs Organization, Future Leaders

New Delhi, India | Present

*Member*

Young generations entrepreneurs' organization which participates in learning events, further segregated in forums

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## SKILLS

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**Computer:** Proficient in Adobe Creative Suite (Illustrator, Adobe Photoshop, InDesign, and Premiere Pro) Microsoft Office, Tableau, Canva, Photography, Sketch, Figma and Website Development

**Social Media:** Proficient in Twitter, Facebook, Tik Tok, Instagram, Social Media Management

**Languages:** Proficient in Hindi and English, Elementary in French

**Interests:** Traveling, Volunteer Work, Music, Photography, Private Flying, Horse Riding, and Fitness.