

PROFESSIONAL SUMMARY

IIM Nagpur MBA specializing in marketing, with an undergraduate background in mechanical engineering. Co-founded and ran a B2B web-services venture serving 40+ clients, owning strategy, pricing, and delivery from first pitch to handover, and most recently spent a year managing an 80+ client portfolio in a client-facing commercial role. Open to a multitude of roles ranging from key account management, to market-oriented roles in branding, retail and digital marketing, and to product management and the analytics that underpin all of them.

SKILLS & COMPETENCIES

Relationship & Sales: Portfolio Management, Client Acquisition, Consultative Selling, Cross-Sell & Up-Sell, Negotiation

Marketing & Branding: GTM Planning, Digital Marketing, SEO & SEM, Visual Merchandising, Content Creation

Analytics & Tools: Advanced Excel, Power BI, Tableau, Google Analytics, Semrush, Figma, Adobe CC, MS Office

Leadership & Delivery: Project Management, Cross-Functional Teams, Stakeholder & Vendor Management

PROFESSIONAL EXPERIENCE

Assistant Manager — IDBI Bank Limited

Jun 2025 – Jul 2026

- Managed a portfolio of 80+ clients with ₹4+ crore in balances, acquiring 50+ new customers and mobilizing ₹60+ lakh in FDs through consultative selling and structured relationship reviews.
- Drove branch profitability through cross-sell and up-sell across CASA, term deposits, and loan products, assessing client financials to recommend suitable banking and credit solutions and generating ₹25+ lakh in incremental revenue.
- Owned end-to-end onboarding — account opening, KYC/AML, and documentation — with full regulatory adherence.
- Processed day-to-day transaction banking (NEFT/RTGS, remittances, and cheques) and resolved operational queries.

Sales & Marketing Intern — Furnishka

Apr 2024 – Jun 2024

- Built a visual-merchandising playbook of 45+ concepts across 3 strategic areas to lift in-store brand presence.
- Launched 4 customer-engagement accessory lines, coordinating vendors and owning timelines end-to-end.
- Conducted in-person competitive analysis to surface market opportunities and consumer insights.

Co-Founder — Foxware (Registered Venture)

Jul 2020 – Jun 2023

- Built and ran a B2B web-services venture serving 40+ clients, owning strategy, pricing, client relationships, and complete delivery from first pitch to final handover.
- Oversaw the complete client lifecycle — prospecting, pitching, negotiating, and managing long-term accounts.
- Led a 4-person cross-functional team, taking projects from brief to launch in 3–5 weeks.
- Directed editorial operations for the venture's blog, using SEO to improve visibility and organic reach.

Content Writing Intern — VEPL (GREedge)

Sep 2021 – Mar 2022

- Produced and edited specialized education content and contributed to VEPL's in-house dictionary project.

EDUCATION

MBA (Marketing) — Indian Institute of Management Nagpur (CAT 98.92 percentile)

Jun 2023 – May 2025

- Coursework: Brand Management, Digital Marketing & E-commerce, Sales & Distribution Management, Business Research Methods, Innovative Promotional Strategies, Management Consulting, and Retail Management.
- Executive Member, Cineastes — The Movie Club: led club operations and organized events with 200+ attendees.

B.Tech, Mechanical Engineering — Asansol Engineering College

Jul 2018 – Jun 2022

- Leadership: Class Representative; Secretary, ISHRAE Student Chapter; Batch Point of Contact, NSS.

CERTIFICATIONS & ADDITIONAL INFORMATION

Certifications: Product Management — Phoenix Global; SEO & Marketing Analytics — Semrush

Languages: English, Hindi, Bengali

Activities: Toastmasters (Public Speaking), Debate & Elocution, Chess, Drama, Content Creation, NSS Volunteering