

EDUCATION

Johns Hopkins Carey Business School Baltimore, MD
Master of Science in Marketing (Analytics) Expected Aug 2023

Pandit Deendayal Energy University, School of Liberal Studies (PDEU) NAAC A++ Gandhinagar, Gujarat
Bachelors of Business Administration (Hons.) Jun 2022
Major- Marketing, Minor- Corporate Communication (**Gold Medalist**)

Technical skills: Microsoft Office Suite (Word, PowerPoint, Excel), R (basic)

NOTABLE ACCOMPLISHMENTS

- Teaching Assistant to Prof (Dr.) Nigam Dave, Director School of Liberal Studies, PDEU for 3-credit course on Leadership (2019)

PUBLISHED PAPERS

- Spearheaded & **published six papers** in renowned publications: **Elsevier, Springer, IJEMASSS, Vidya Kutir Foundation** on topics like Finance, UX design, Entrepreneurship, Analyzing Government's Public Communication (available on request)

WORK EXPERIENCE

Johns Hopkins University Baltimore, MD
Teaching Assistant for Applied IS Architecture Mar 2023 - Present

- Empowered students with practical knowledge of Applied IS Architecture by co-teaching alongside the professor, crafting engaging course content, grading assignments diligently, and designing comprehensive exam question papers, resulting in a successful learning experience

Johns Hopkins University Baltimore, MD
Teaching Assistant for New Product Development Mar 2023 - Present

- Optimized students' learning experience in New Product Development course by providing detailed feedback on assignments and offering strategic insights, resulting in improved understanding and higher grades

Pandit Deendayal Energy University Gandhinagar, Gujarat
Public Relations Head & Mentor Jul 2020 - Jun 2022

- Persuaded elite media houses for coverage and 100 universities to participate in biggest sports fest of Gujarat
- Created communication plan to convince Indian cricket celebrity to speak in front of 800 attendees as special guest
- Developed press releases and wrote content for university's newsletter to effectively promote Petrocup events

Pandit Deendayal Energy University Gandhinagar, Gujarat
Head of Publicity for Tattvam Jul 2020 - Jun 2021

- Developed and managed the Instagram handle for Tattvam- India's 2nd Sanskrit Club at university level
- Led a team of three for content sourcing, creation, graphic designing and layout for over 150 Instagram posts

GMCILtd Ahmedabad, Gujarat
Content Writer Sep 2020 - Nov 2020

- Created weekly website and blog content to attract clients and increase awareness of company's offerings

Tradebulls Securities (P) Limited Ahmedabad, Gujarat
Sales Strategist Intern Apr 2020 - Jun 2022

- Lead the growth of industry sales, developing new business opportunities and sales tactics to achieve business goals
- Provided exceptional customer service and support to ensure long-term satisfaction and repeat business

LEADERSHIP & INVOLVEMENT

Johns Hopkins Carey Business School Baltimore, MD
Group Leader Jan 2022 - Mar 2022
Chaired Business Analytics Project to reduce total staffing hours for Craftsteak restaurant by Tom Colicchio as a part of Business Analytics curriculum

Johns Hopkins Carey Business School Baltimore, MD
Lead Chair Oct 2022 - Dec 2022
Spearheaded B2B Analysis of Verizon & Pentagram Alliance for a 2 credit B2B Marketing & Channel Strategy course