

Education

2025-2029	MESA SCHOOL OF BUSINESS <i>Undergraduate Program in Business Management & Entrepreneurship (Term-2 GPA- 4/4)</i>	Bengaluru
2025-2028	INDIAN INSTITUTE OF MANAGEMENT BANGALORE <i>Bachelor of Business Administration in Digital Business & Entrepreneurship (First year CGPA- 8/10)</i>	Bengaluru

Experience

	Emversity	Bengaluru
Jun 2026	Product Marketing Intern Full Time On-site <ul style="list-style-type: none"> Executed multi-channel creative campaigns across ~20 launches, contributing to ~50% higher CTR Built a brand → audience → creative prompt framework for AI designs, cutting iterations by ~70% and enabling reuse across launches 	
Apr-Jun 2026	Project Management Intern, Influencer Marketing Full Time On-site <ul style="list-style-type: none"> Built an influencer database from scratch, tracking scripts, approvals, go-lives and payments across ~70 creators Managed 105 campaign payments end to end through a three-layer ID system Automated invoice generation with a prompt-based system, cutting time from ~10 min to under 1.5 min per invoice (~2 hrs saved weekly) 	Bengaluru

Projects

May 2026	Mesa Business Strategy Lab Behavioural Gaps in Indian Activewear: Product & GTM Study for Terractive <ul style="list-style-type: none"> Designed a behaviour-first interview methodology and conducted 200+ min of research with women to uncover unmet needs in Indian activewear Uncovered normalised activewear discomfort, reframing the brief around friction elimination and 4 product opportunities Built a ~₹1 Cr GTM strategy and pitched it to the founder, with one proposed product matching a concept already in development 	Bengaluru
Apr 2026	WaveOps Challenge – Mantra Surf Club Mulki, Karnataka Volunteer <ul style="list-style-type: none"> Diagnosed why the surf school struggled to reach new guests online, then revised its brochure messaging and content plan within one week on-site Redesigned the photo delivery process from capture to guest handoff, fixing operational breakdowns that hurt the guest experience 	Bengaluru
Feb 2026	Mesa Business Strategy Lab Consumer Perception & Strategic Positioning Study for Nua <ul style="list-style-type: none"> Conducted primary research (~15 offline interviews, ~94 survey responses), finding 57% had switched period-care brands due to discomfort Developed irritation-led positioning and a day-in-the-life UGC creator campaign concept A/B tested two positioning statements with ~100 respondents, with 88% preferring the “zero irritation” version 	Bengaluru
Nov 2025	InterviewLEAP AI Interview Coach Product Lead <ul style="list-style-type: none"> Shipped an AI MVP in 10 days after 25+ user interviews, onboarding 5 early users Shut down after identifying a product-market gap, avoiding further spend on a misfit product 	Bengaluru
Oct 2025	Parv Essentials Co-Founder & Creative Director <ul style="list-style-type: none"> Generated ₹69.5K revenue in 60 days by pitching to 200+ customers across 3 pop-ups Repackaged ₹30 items into 10 Mystery Boxes sold at ₹300 each, covering the ₹3,000 stall cost and breaking even in a day Drove on-ground brand recall through logo, tagline and gamified offers 	Bengaluru

Leadership Activities

	Student Council, Mesa School of Business	Bengaluru
Present	President	
Sep-Sep 2026	Academic Secretary <ul style="list-style-type: none"> Centralised faculty-student communication for a 98-student cohort, achieving zero missed deadlines Automated daily batch communication for 60+ days through an n8n workflow 	
Feb 2026	Mesa Business Case Competition (UG Edition) Event Head <ul style="list-style-type: none"> Launched Mesa’s first UG case competition, attracting 30+ teams with a ₹1L prize pool Structured a 4-round format spanning a crisis-case screen, GTM challenge, live Porter case and VC-judged finale Onboarded 3 sponsors and managed judging panels, logistics and on-ground execution as sole Event Head 	Bengaluru

Awards & Certifications

May 2026	All-Round Excellence Award, Mesa School of Business: Recognised for consistently excelling across academics, BSL submissions, presentations, examinations, internships, and all other components throughout Semester 2.
May 2026	Second Top Performing Team, BSL Cycle 2-Product Foundry Demo Day: Ranked 2nd out of 15 teams for best product, GTM strategy, and presentation.
Jul 2025	Forward Program Graduate, McKinsey & Company: Completed a selective program on structured problem solving, resilience, and digital-first ways of working.

Skills

Tools:

Excel, Google Sheets, PowerPoint, Canva, Lovable, Supabase, n8n, Gupshup

Interests:

Branding, Marketing, Creative Strategy, Campaign Strategy, Growth & GTM, Consumer Research