
PROFESSIONAL EXPERIENCE

ITR Filing , Freelancing, Kalyan**Jan 2022 - Sep 2022**

- Created and filed around 30 ITR returns , helping people with their taxes.
- Learned soft skills such as communication, Project management.

Employee, Chang & Associates, Kalyan**Sep 2020 - Dec 2021**

- Engaged in accounting , GST filing , working on Tally , Tax buddy platforms.
- Assisted a CA in completing an audit for a government company.
- Learned soft skills such as team work, organization, and problem solving.

EDUCATION

Year	Degree	Institute	CGPA/%
2017 - 20	Bachelor's of Commerce.	B.K Birla College, Kalyan	8.0
2015 - 17	12th Grade State Board.	KM Agarwal college, Kalyan	82%
2014 - 15	10th Grade State Board.	Guru Nanak English High School, Kalyan	69%

CURRENT EXPERIENCE

The Marketing Launchpad, Kraftshala, Online**Oct 2022 - Present**

- Selected as a part of a batch of 200+ students from all over India for The Marketing Launchpad and completed ~600 hours of training across 12 weeks (10 hours/day)
- Modules completed: "Modules completed: Marketing Basics, Facebook Ads, Google Search/ Display/ Youtube Ads, Google Analytics, UAC, Amazon Ads.
- Strategized an integrated campaign across FB and Google for Jio cinema with 1 crore as a budget to generate installation of app. The plan included selection of platforms, campaign objectives, buying type, targeting, budget split.
- FB Ads Project 1: Strategize a media plan for McDonald's with 75 lakh as a budget to drive awareness, recall and online orders (1L) for their new variants over 3 months - the plan included campaign phasing, budget distribution, campaign structuring, targeting, placements, formats.
- Completed Excel /Google Sheets Training: operators, formulas, functions, pivots, vlookups/ hlookups, data validation with Digital Marketing use cases for practice
- Collaborated with peers from different backgrounds for various projects, workshops and activities including human skills such as time management, listening etc.

CERTIFICATIONS

Google Analytics Academy , Online**Dec 2022**

- Fundamentals of google analytic.

Google Digital Garage, Online**Jan 2023**

- Fundamentals of digital marketing, certificate
- Promoting a business with a content certificate
- Enhance and protect your online campaign certificate
- Promote a business with an online advertising certificate

Aspirant, CS Exams , Institute Of Company Secretaries Of India, Delhi**Jun 2019 - Jun 2022**

- Appeared for CS foundation exams and cleared.
- Appeared for CS Executive exams
- Improved my concentration and time management skill

Maharashtra State Certificate In Information Technology, Career Infotech, Kalyan**Mar 2017 - Jun 2017**

- Completed MS-CIT course with 70% marks.
- Strengthen confidence level to use computers.

OTHER INTERESTS

Sketching

- Portrait sketching, shading
- Sketching as a hobby enhances my creativity and helps me feel relaxed.

Cooking

- Indian food, Italian , Chinese
- Cooking teaches me balance and is like a confidence booster .