

EDUCATION

DPPG, B.K. School of Professional and Management Studies

IMBA in Business Economics and Management

Ahmedabad, Gujarat

Expected Postgraduation, May 2026

PROFILE SUMMARY

Aspiring business professional with a passion for technology and sports, currently pursuing an IMBA in Business Economics and Management.

- Enthusiastic about collaborating on projects in business management, tech development, and sports, with a focus on driving meaningful impact.
- Skilled in writing engaging content, managing digital platforms, and implementing **SEO strategies**.
- Experienced in **WordPress**, **proofreading**, and creating marketing copies for blogs and websites.
- Developed and published **Android applications on Google Play Store**. Skilled in mobile app development, project management, and problem solving.
- Represented **Gujarat Cricket Association in Under-19 Cooch Behar Trophy**.

EXPERIENCE

Bacancy Technology, Ahmedabad

(May 2025 – July 2025)

Digital Marketing Intern (SEO)

- Assisted in planning and executing SEO strategies under expert mentorship to improve website performance.
- Conducted **keyword research** to identify high-volume, low-competition keywords, helping the team prioritize content and target opportunities.
- Gained hands-on experience with **on-page SEO**, **backlink building**, **technical audits**, and **content optimization** for better indexing and ranking.
- Worked with tools like **Google Search Console**, **Google Analytics**, **Ahrefs**, and **SEMrush** to analyze traffic, track keyword performance, and generate actionable reports.
- Improved understanding of **crawling/indexing mechanisms**, **link attributes**, **sitemaps**, **HTML tags**, **HTTP status codes**, and **page speed optimization**.
- Contributed to SEO-optimized content writing aligned with search intent and technical SEO best practices.

PROJECTS

Personal Portfolio Website

- Developed and maintain a personal portfolio website using WordPress, showcasing my skills, projects, and achievements.
- Designed and implemented a user-friendly interface to highlight my work in app development, and academic projects.
- Regularly update the website with new content, ensuring it reflects my latest accomplishments and skills.
- Planning to launch a personal blog under the education niche, aimed at providing study materials to GSEB students.

Survey on Dream11

(Feb 2023 – April 2023)

Technologies Used: Microsoft Excel, Microsoft Word, Google Forms

Conducted a comprehensive survey on Dream11 covering multiple facets like Introduction of the company, Industry analysis, Company analysis, Microeconomics analysis and the people behavior/thoughts towards the company.

Roles and responsibilities:

- Developed insights into the company's market position, competitive landscape, and economic environment.
- Presented findings in a detailed report with actionable recommendations for strategic planning.

CERTIFICATES

Excel Skills for Business: Essentials

Macquarie University (Coursera), November 2024

Developed strong foundational skills in Microsoft Excel, including essential formulas, data organization, and formatting techniques to improve data readability. Focused on functions for data analysis, such as sorting, filtering, and conditional formatting, to handle large datasets effectively. Learned to create visualizations like charts and pivot tables to summarize data insights for business applications.

Foundations: Data, Data, Everywhere

Google (Coursera), November 2024

Completed an introductory course covering data analytics principles and techniques, such as data collection, cleansing, and analysis. Studied the end-to-end data process, including the importance of visualization and storytelling to make data understandable for stakeholders. Gained insights into the role of analytics in making strategic, data-driven business decisions and the ethical considerations in handling data.

Data Analytics and Visualization Job Simulation

Accenture North America (Forage), August 2024

Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture. Cleaned, modelled and analysed 7 datasets to uncover insights into content trends to inform strategic decisions. Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.

AWARDS AND ACHIEVEMENTS

Outstanding Achiever Award (2022 & 2023)

Awarded twice by **B.K. School of Professional and Management Studies, Gujarat University**, for exceptional contributions, leadership, and dedication to **academic and extracurricular excellence** in **Ebullience 1.0 & 2.0**, a flagship event by the **Department of Public Policy & Governance (DPPG)**.

Editor-in-Chief & Graphics Team Lead

Led the editorial and creative direction of the official college magazine, overseeing content creation and publication. Managed the college graphics design team, organizing various design projects and events, enhancing the team's creative output and visibility.

Cricket Achievement

- **State-Level Cricket Player – Represented Gujarat Cricket Association in competitive tournaments.**
- **West-Zone Inter University Tournament – Vice captain and highest run scorer for the team in tournament with winning "Man of the Match" Award in one game out of four.**

STRENGTHS AND SKILLS

STRENGTHS: Team Player, Team Collaboration & Leadership, Self-Learner, Communication, Adaptability, Leadership, Attention to detail

SKILLS: WordPress, Google Analytics, Google Search Console, SEMrush, Photoshop, SEO, Canva, Microsoft Office Applications