

Professional Summary

Detail-oriented MBA (Marketing & Finance) candidate with strong analytical and data interpretation skills, seeking opportunities in AML, KYC, and financial risk analysis. Experienced in working with transactional and behavioral datasets to identify patterns, anomalies, and trends. Skilled in Excel-based data analysis, reporting, and market research, with hands-on exposure through internships and certifications in AML, STR analysis, and compliance frameworks. Demonstrates strong problem-solving ability, attention to detail, and a keen interest in financial crime prevention and regulatory compliance.

Educational Qualification			
Qualification	Institute	CGPA/ %	Year
MBA	Symbiosis Institute of Business Management, Noida	6.38	2026
B.Com(Hons.)	Jaggannath International Management School(JIMS Kalkaji),New Delhi	7.31	2022
X11, CBSE	Delhi Public School, Ghaziabad		2019
X, CBSE	Delhi Public School, Ghaziabad		2017

Work Experience	
GeeksforGeeks	(9 weeks)
Marketing Executive Intern	24 th March '25-31 st May '25

Roles and Responsibilities	<ul style="list-style-type: none"> Analyzed customer engagement and campaign data to identify behavioral patterns and trends. Worked with datasets in Excel to clean, organize, and interpret data for reporting and insights. Conducted market and competitor research to support strategic decision-making. Monitored lead and conversion data to identify unusual patterns and performance gaps. Prepared analytical reports and insights to support business decision making.
Key Learnings and Achievements	<ul style="list-style-type: none"> Developed analytical thinking and data interpretation skills through business transaction analysis. Gained experience in evaluating business data to support operational decision making. Strengthened communication, documentation, and stakeholder coordination skills.

Rathi Steel Traders, Ghaziabad	
Marketing Executive Intern	

Roles and Responsibilities	<ul style="list-style-type: none"> Analyzed sales transactions and dealer activity data to track performance and identify irregular patterns. Assisted in maintaining and monitoring customer and dealer records for business operations. Conducted market and pricing analysis to understand industry trends and competitive positioning. Coordinated with clients and internal teams to ensure proper documentation and data accuracy. Generated reports on sales performance and market insights for management review.
Key Learnings & Achievements	<ul style="list-style-type: none"> Developed strong analytical and data interpretation skills. Gained experience in identifying patterns in large datasets and converting them into actionable insights. Improved problem-solving and reporting abilities useful for risk analysis and compliance roles.

Professional Certifications	
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Foundation in AML and KYC (KYC Lookup)	<ul style="list-style-type: none"> Built foundational knowledge of Anti-Money Laundering (AML) and Know Your Customer (KYC) regulations. Learned customer due diligence (CDD), enhanced due diligence (EDD), and risk-based approaches. Developed understanding of identity verification, sanctions screening, and compliance processes. Gained insights into money laundering typologies, stages, and prevention techniques. Strengthened knowledge of global compliance standards and regulatory requirements.
Operational Analysis of Suspicious Transaction Reports (Basel Institute on Governance)	<ul style="list-style-type: none"> Gained in-depth understanding of Suspicious Transaction Reports (STRs) and their role in financial crime detection. Learned techniques to analyze transaction patterns, identify red flags, and detect unusual financial behavior. Developed skills in link analysis, risk assessment, and investigative thinking for AML cases. Understood regulatory frameworks and reporting standards related to financial intelligence units (FIUs). Strengthened ability to interpret narrative sections and supporting data in STRs for actionable insights.
Data Analysis with Microsoft Excel 365 (Analytics Training Hub)	<ul style="list-style-type: none"> Performed data cleaning, filtering, and structuring of large datasets for analytical insights. Used Pivot Tables and Excel reporting tools to analyze transactional and behavioral data. Identified patterns and trends in datasets to support data-driven decision making. Developed strong analytical skills useful for risk analysis and compliance investigations.
Advisors & Consulting Services Job Simulation (Mastercard)	<ul style="list-style-type: none"> Analyzed large datasets to identify patterns in customer transactions and sales behavior. Applied data-driven analysis to detect anomalies and unusual trends in business data. Developed insights from structured datasets and prepared reports for decision making. Strengthened analytical thinking and risk identification skills relevant to compliance and financial investigations.

Google Digital Unlocked – Digital Marketing Certification (Google)	<ul style="list-style-type: none"> Planned and executed digital marketing strategies across search, display, and social media platforms to improve online visibility and engagement. Applied SEO techniques including keyword research, on-page optimization, and content structuring to enhance organic search performance. Managed Search Engine Marketing (SEM) fundamentals, including paid search campaigns, bidding strategies, and ad relevance optimization. Analyzed website and campaign performance using Google Analytics, tracking traffic, user behavior, and conversion metrics.
Academic Achievements	
Scholastic	<ul style="list-style-type: none"> Maintained consistent academic performance across undergraduate and MBA programs with a strong focus on marketing, finance, and business analytics. Applied academic concepts to practical projects and internships, demonstrating strong analytical, problem-solving, and data-driven decision-making skills.
Projects & Field Exposure	
Customer Acquisition & Funnel Analysis – GeeksforGeeks	<ul style="list-style-type: none"> Executed structured lead generation and follow-up workflows to support sales conversions for educational programs. Gained practical understanding of ed-tech marketing funnels, customer acquisition, and conversion optimization.
B2B Market & Stakeholder Analysis – Rathi Steel Traders	<ul style="list-style-type: none"> Evaluated dealer network performance and regional demand trends Conducted market research to understand pricing dynamics and customer behavior Gained exposure to stakeholder engagement and field-level coordination
Positions of Responsibility	
Sports Club – SIBM Noida	
Member	<ul style="list-style-type: none"> Actively participated in inter-college and intra-college sports activities and events. Assisted in organizing sports tournaments, practice sessions, and fitness activities.
Marketing Team Lead- Rathi Steel Traders	
Responsibility	<ul style="list-style-type: none"> Led and coordinated the marketing and sales team, assigning targets, monitoring performance, and ensuring alignment with business objectives. Planned and executed local B2B marketing initiatives, dealer outreach, and client relationship strategies to drive sales growth and market presence.
Skills	
<ul style="list-style-type: none"> Financial Data Analysis Microsoft Excel (Pivot Tables, Data Cleaning, Reporting) Risk Assessment & Pattern Detection Data Interpretation and Reporting Market and Financial Research Power Bi (Symbiosis Institute of Business Management, Noida) R Programming (Symbiosis Institute of Business Management, Noida) Tableau (Symbiosis Institute of Business Management, Noida) 	
Interests	
<ul style="list-style-type: none"> Financial Risk Analysis Compliance and Regulatory Frameworks Data-driven decision making Financial crime prevention 	