

Shanzal Siddiqui

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EDUCATION

- **Indian Institute of Technology Patna** Bihar, India
Bachelor of Technology - Chemical and Biochemical Engineering; 2022 - 2026
- **Saint John's School D.L.W. , Varanasi** Uttar Pradesh, India
ISC exams conducted by CISCE, Percentage: 92 2018-2022

EXPERIENCE/POSITION OF RESPONSIBILITY

- **Invager (Co-Founder)** October 2023
An Inventory Management based startup currently in ideation phase.
 - **Working copiously to find market gaps and finding a concrete value proposition for the business:** so as to enter the mammoth expected market of Inventory Management worth USD 3.43 Bn by 2028 in India.
 - **Diving deep into the incubation possibilities and existing government policies:** that might help us in funding the research alongside the predictive model we are working on.
- **Marketing Intern** September 2023-Present
Mello, Pre-Incubation at Incubation Centre (IC) IIT Patna
 - **Developing market entry strategies and distribution channels:** by doing in-depth competitor analysis and market research to make a better presence for the business.
 - **Pondered over the feasibility of an affordable Continuous Glucose Monitoring(CGM) device for tapping into the enormous USD 166 Mn Indian markets.:**
 - **Website:** [Mello's Website](#)
- **Market Analyst and Consultant (Intern)** September 2023-Present
WNE3, a brand of physical NFTs and a one-of-a-kind blockchain merchandise store.
 - **Delved into the humongous market of Generative AI in India:** to find the optimal strategies and market gaps where WNE3 can fit in.
 - **Worked on making a impactful online market presence for the business:** by working on newsletters and articles related to NFTs, Generative AI and Blockchain.
 - **Website:** [WNE3's Website](#)
- **Techkriti-IIT Kanpur** April 2023
Team Lead
 - **Worked on the development and implementation of a marketing strategy:** To help an ed-tech platform increase its customer base and engagement.
 - **Did an extensive amount of market research and learned about how consumer behaviour works:** that helped the team work on the revenue model, value proposition and the business model for the ed-tech.
 - **Worked on bridging the gap between the educator and the student:** by developing an intricate per referral based model for both of the stakeholders end.
- **Finance Club IIT Patna** April 2023 - Present
Sub-Coordinator
 - **Cultivated partnerships with 5 multinational firms:** including IMS India and WorldQuant for the exposure of competitions and career possibilities amongst the 3000 students in IIT Patna.
 - **Conducted multiple workshops and seminars with esteemed personalities:** for a community of 800+ students.
- **GDSC IIT-Patna (Google Developer Student Clubs)** June 2023-Present
Lead
 - **Part of a community by Google which aims to provide students the exposure to skills:** like Web Development, App development, ML, Generative AI, Block-chain, etc.
 - **Lead of the Public and Industrial Relations:** which works on reaching out to communities and companies and collaborating with them to organise workshops, host seminars, etc.
 - **Associated with Google and hence mentoring 1000+ students not just in our college but across different colleges, along with organising hackathons. :**

SKILLS SUMMARY

- **Languages:** Python, PHP, C++, JavaScript, HTML, JAVA, CSS, XML, C.
- **Tools:** Github, Figma, MsExcel, Schema, Wordpress, Adobe Premier Pro, Adobe Photoshop, DaVinci Resolve.
- **Soft Skills:** Leadership, Event Management, Writing, Public Speaking, Time Management, Content Creation.

COURSE OVERVIEW

- **The complete Digital Marketing course on Udemy by Rob Percival and Daragh Walsh)** : Helped me Master Digital Marketing Strategy, Social Media Marketing, SEO, YouTube, Email, Facebook Marketing, Analytics and many more useful concepts in the field of finance and marketing.
- **The Complete Python Bootcamp on Udemy by Jose Portilla:** This course helped me learn how to leverage the power of Python to solve tasks, learn advanced Python features, like the collections module and how to work with timestamps and basically build a complete understanding of Python from the ground up!
- **Digital Marketing course by Google:** Made me more aware about the terms like On-Page and OFF-Page SEO, using consumer feedback for companies benefits and many other useful tools and topics.
- **Full Stack Web Development by Angela Yu- Udemy:** Made me more aware about Opens-Source and helped me familiarise with HTML,CSS and JavaScript.

EXTRA-CURRICULAR EXPERIENCES

- **Edited 10+ videos for multiple clubs and bodies of my college which reached the eyeballs of 30k+ people.:**
- **Owner of a YouTube channel with 200+ subscribers with a total of 1.5k+ views.:**
- **Took multiple sessions for the exposure of Case Studies amongst fellow batchmates.:**