

## ASHISH VIJAY GUPTA

MALE, 20 YRS

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### EDUCATION

|  |         |  |           |
|--|---------|--|-----------|
| B.E Artificial Intelligence & Data Science | 2020-24 | Vivekanand Education Society Institute of Technology, Mumbai | 9.1(CGPA) |
| HSC (Class XII)                            | 2020    | S.I.E.S. College of Arts, Commerce & Science, Mumbai         | 84%       |
| SSC (Class X)                              | 2018    | S.I.E.S. High School, Mumbai                                 | 89%       |

### EXPERIENCE

#### **Analyst - Quiliz LifeTech Pvt Ltd (Dec 2022- March 2023)**

As an Analyst, I have been a critical contributor to the development of business models, execution strategies, product-market fit, financial plans, and market analysis. Additionally, I have played a crucial role in the introduction of a digital health platform by designing the functionality and use case to align with future trends in the healthcare space and government policy.

#### **Consultant - MT Educare Ltd (Jun 2022- Aug 2022)**

As a Consultant at MT Educare Ltd, I consulted the organization on developing a new product and created the execution strategy. My expertise in market research and execution allowed me to streamline the process.

#### **Partner - RKSVM Securities India Pvt Ltd (Mar 2021- Nov 2022)**

As a Partner, I was responsible for marketing Upstox to clients interested in finance and organizing financial literacy campaigns for young adults. My innovative marketing strategies, such as targeting the age group of 15-22, helped increase curiosity and user base.

#### **Sales & Marketing Executive - Vodafone Idea Ltd (Nov 2020-Jan 2021)**

As a Sales & Marketing Executive, I managed sales and marketing in a region, addressed customer problems, and improved brand image. During post-COVID Diwali, I led a successful campaign resulting in 70% more revenue than quoted, which showcased my analytical and business skills.

#### **Consultant - Self-Employed**

As a self-employed consultant, I helped 3 restaurants grow by addressing branding, operation, and management issues. Utilized marketing strategies to increase sales and footfall. As an investment advisor, I advised 8 individuals on designing investment portfolios and predicted market trends during the COVID-19 lockdown resulting in 70% returns for clients.

### ACADEMIC PROJECTS

For the first project, my team and I created an API that learns game styles and tricks from users, which can be used as a bot or other players in games. The system is designed to improve gameplay and provide an enhanced user experience.

In the second project, we developed a pro-mail writer that efficiently writes emails and sends them directly to the receiver. The tool streamlines the process of composing emails and ensures professional communication.

### ACADEMIC ACHIEVEMENTS AND AWARDS

Awarded the scholarship of tuition fees waiver by Vivekanand Education Society Institute of Technology for being in the top 5% of students.

### EXTRA-CURRICULAR ACTIVITIES AND ACHIEVEMENTS

Awarded the 2nd prize in the inter-college Idea, Business Model, and Execution Strategy presentation at Rizvi Tank organized by Rizvi College of Engineering.

### OTHER INFORMATION

Technical Skills: C, C++, Python, Machine Learning, Photoshop, Digital Marketing.

Hobbies: Understanding Geo-Politics and Global Businesses, Football.