

# Aman Kesarwani

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## Professional Summary

Strategic and analytical thinker with a strong foundation in business operations, market research, and project management. Proven ability to drive efficiency, improve processes, and deliver actionable insights. Adept at collaborating with cross-functional teams to optimize performance and streamline workflows. Passionate about leveraging data-driven decision-making to shape business strategy and enhance organizational success.

## Education

- **VIT Bhopal University** 2021 - 2025  
B.Tech in Computer Science and Engineering | CGPA – 7.14
- **Richmond Global School** 2020 – 2021  
CBSE (Class XII ) | 74.8%

## Skills & Competencies

- Business Strategy & Market Research
- Competitive Analysis & Growth Strategy
- Project Management & Process Optimization
- Data-Driven Decision Making
- Team Collaboration & Leadership
- Organizational Development

## Professional Experience & Projects

### Strategic Market Analysis & Business Growth Initiative

- Conducted in-depth market research to assess industry trends, competitive landscape, and customer behaviour.
- Developed data-backed GTM (Go-To-Market) strategies to improve outreach and audience engagement.
- Spearheaded A/B testing campaigns, leading to a 20% increase in conversion rates.

### Process Optimization & Team Collaboration

- Led a team of five in streamlining project workflows, reducing turnaround time by 25%.
- Implemented agile methodologies to enhance team productivity and resource allocation.
- Designed and executed strategies to improve internal communication and cross-department collaboration.

## Leadership & Extracurricular Activities

- Led a team of 5 in the Lung Cancer Detector project, ensuring smooth execution by aligning efforts with project objectives and optimizing collaboration.
- Spearheaded process improvements in task distribution and workflow management, optimizing team efficiency and reducing turnaround time by 25%.
- Facilitated impactful discussions and presentations, effectively communicating the project's vision and significance to diverse audiences.

## Languages

- Hindi
- English