# KUSHAL SHAH

Worcester,MA,01609 | kcshah@wpi.edu | linkedin.com/in/skushal | 508-502-0644

## EDUCATION

**Worcester Polytechnic Institute, Worcester, MA**                                    **Jan 2021- Present**
M.S. Management of Information Technology
*(Coursework: Digital Marketing, Information security management, Data mining business applications, Business Intelligence, UX designing ,Policy and Strategy for IT, Teaming and organization for innovation)*

**Mumbai University, Mumbai, India**                                            **Aug 2015 - Oct 2020**
Bachelor of Engineering, Engineering in Electronics

## TECHNICAL SKILLS

- Programming Languages: C, C++, Python, MATLAB
- Technical Tools: Tableau, Advanced Microsoft Excel,IBM Modeller,Adobe Illustrator

## PROFESSIONAL EXPERIENCE

**Viacom18 Media, Mumbai, India** *Mumbai Team Lead*                        **June 2019 - Aug 2020**
- Led a team of 120 students from several fields for different college events and successfully sponsored them for mutual gain as a campus ambassador
- Provided brands insights and recommendations on which college festivals to sponsor
- Analyzed the performances of the different ambassadors by rating them based on their tasks to identify scope for improvement.

**EliteHubs, Mumbai, India** *Founding Member*                            **Mar 2019 – Dec 2020**
- Performed detailed study to analyze current gaming trends in group of 40,000 gamers on Facebook
- Partnered with the top gaming teams in India to manage and organise gaming tournaments.
- Analyzed the need of the market based on the market trends and helped manage the stock to the client demands.

**The Grapevine Co, Mumbai** *Intern: Social Media Manager*                        **Feb-May 2019**
- Led 40 interns from India in teams of photography, content writing and journalism
- Created marketing content based on user feedback and market research and fostered social media presence on apps like Twitter, Instagram,LinkedIn and Facebook
- Organized digital events with footfall as high as 1000 for various clients
- Assisted in managing and organizing the social media presence of Viacom18,Yuvaa and a variety of restaurant chains during events.

## ACADEMIC PROJECTS

- **Information Security management-** Analyzed and reported on reinforcing the IT Security for the Graduate admissions office in the College
- **UX designing**- Helping redesign the college Workday site to make the UX experience better for the students.
- **Business Intelligence**- Assessing the implementation of BI in the WPI Facilities office and giving recommendations on how to integrate it more.

## EXTRA CURRICULAR ACTIVITIES

- Led a team of basketball players at the University of Mumbai basketball tournament organized by the Mumbai Government
- Founding member and Vice Chairperson of the college literary society, managed and coordinated events with different societies and colleges
- Elected as the Secretary of the IEEE, led meetings and connected with the college authorities for the same