

KUSHAL SHAH

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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

- 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

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Viacom18 Media, Mumbai, India

June 2019 - Aug 2020

Mumbai Team Lead

- 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

Mar 2019 - Dec 2020

Founding Member

- Performed a detailed study to analyze current gaming trends on a 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

Feb 2019 - May 2019

Intern: Social Media Manager

- Led 40 interns from India in teams of photography, content writing and journalism
- Created marketing content based on user feedback and market research
- 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, Yuva and a variety of restaurant chains during events.

ACADEMIC PROJECTS

- Analyzed and reported on reinforcing the IT Security for the Graduate admissions office in the College
- Helping redesign the college Workday site to make the UX experience better for the students.
- 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
- Selected to play Chess at the state level tournaments, organized by the State Government