

Kaushik Dahiwale

Jodhpur, Rajasthan

📞 9359616457 ✉️ kaushikdahiwale@gmail.com

🌐 <https://www.linkedin.com/in/kaushikdahiwale/>

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP, IIT JODHPUR | 2024-2026 | **CGPA:6.76**

BACHELORS OF TECHNOLOGY IN ELECTRONICS ENGINEERING

KIT'S COLLEGE OF ENGINEERING | 2018-2022 | **CGPA:7.86**

HIGHER SECONDARY(SCIENCE)

VIDYADHAM JUNIOUR COLLEGE | 2016-2018 | **PERCENTAGE:65.54**

SECONDARY

HOLY CROSS ENGLISH HIGH SCHOOL | 2016 | **PERCENTAGE:92.40**

SKILLS

• MS Excel • Power BI • C Language (Intermediate) • Python Language (Intermediate) • Machine Learning (Intermediate)

PROJECTS

Strategic Analysis Project – Cab Aggregator Industry (OLA)

Jan'25-April'25 (3 Months)

- Conducted a comprehensive industry analysis of the Indian cab aggregator market using frameworks like Porter's Five Forces, SCP Model, and Value Chain Analysis.
- Evaluated OLA's business model, revenue sources, cost structure, and competitive strategies against key players like Uber and Rapido.
- Proposed future strategic directions for OLA, including Tier-2 expansion, AI-driven dynamic pricing, and multi-modal mobility.

Marketing Strategy Project – Ather Energy

Aug'24-Nov'24 (3 Months)

- Analyzed Ather Energy's omnichannel marketing strategy, including digital-first initiatives, experience centers, and community-driven engagement.
- Conducted segmentation, targeting, and positioning (STP) analysis focusing on young, tech-savvy urban consumers in metro cities
- Proposed strategic recommendations for market expansion, product diversification, and enhanced technological innovation.

EXPERIENCE

Wipro Ltd., Bengaluru

May'2022-Jan'2023 (8 Months)

Project Engineer

- Improved user engagement by 30% through strategic UI/UX enhancements across 10+ client projects.
- Automated 15+ APIs, reducing manual work by 40% and boosting process efficiency.
- Ensured seamless front-end and back-end integration, supporting smooth project delivery and stakeholder satisfaction.

INTERNSHIPS

Jansahyog Samajik Sanstha, Aurangabad

Dec'2024 (1 Month)

HR Intern

- Managed the recruitment and onboarding of 50+ volunteers, achieving a 70% retention rate.
- Led initiatives to promote environmental awareness and collaboration among volunteers.
- Initiated activities to enhance volunteer satisfaction by 15%.

Wipro

Feb'2022-April'2022 (2 Months)

Intern

- Contributed to the Automation of Travel Agency project, improving operational efficiency by reducing manual processing time by 50%.
- Designed a user-friendly interface to streamline travel management workflows, enhancing customer and employee experience
- Collaborated with cross-functional teams, gaining exposure to agile project delivery and stakeholder coordination.

CERTIFICATIONS

- Adobe Photoshop
- Brand Management: Strategies for a Strong Brand
- Foundations of Project Management

POSITIONS OF RESPONSIBILITY

JOINT SECRETARY OF TECH AND MEDIA COMMITTEE

- Developed and executed social media strategies for the college, curating high-impact content that enhanced engagement, strengthened brand visibility of MBA at IIT Jodhpur, and cultivated a cohesive student community.
- Created **over 20 posts** for college handles, enhancing visibility and fostering student interactions.