



Nenad Mahesh Gowda

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EDUCATION

Mechanical Engineering (Minor : Entrepreneurship)	2021-2025	Manipal Institute of Technology, Manipal	CGPA: 6.7
Class 12 (CBSE)	2021	The Lexicon International School, Pune	85%
Class 10 (CBSE)	2019	The Lexicon International School, Pune	87%

INTERNSHIPS

Product Management Intern | Froker | Bengaluru, India

May 2024 – July 2024

Froker - A social commerce startup that integrates social media elements and affiliate marketing connecting users, Influencers & brands

- Worked directly with the tech and design teams to create two key features of the app: **Affiliate-based challenges** and an **In-app currency system**.
- Conducted user experiments to understand customer needs and sentiments, and used design thinking methodologies to create user-friendly prototypes. Authored **2 PRDs (Product Requirement Documents)** & worked closely with the UI/UX team to deliver intuitive design elements for the app
- Cold called **100+ Local vendors** and Onboarded **6 vendors for affiliate marketing** services, Generating a **revenue of 1Lakh** for the company.

Business Analyst | Dolta | Pune, India

Oct 2021 – Sept 2022

Dolta – A leading generating & appointment-scheduling agency that generates quality leads for B2B clients

- Performed extensive market research to connect clients with quality leads with a **20% higher conversion rate**
- Analyzed over 250+** potential leads and connected them with clients.
- Facilitated meetings with over 80+ clients across 20+ industries.

ACADEMIC PROJECTS

Founder | Upscale Analytics | Manipal, India

Upscale analytics - An all-around agency that helps university start-ups and student teams create compelling pitch decks and various financial models

- Created 20+ pitch decks & Financial models** for student-led startups and teams at Manipal University.
- Successfully helped the university ATV racing team place **3rd position in BAJA SAE INDIA** (nationwide competition).

POSITIONS OF RESPONSIBILITY

Treasurer | The Consulting Club at Manipal | Manipal, India

Aug 2023 – Aug 2024

The Consulting Club – The official management consulting club of Manipal Institute of Technology

- Spearheaded mentorship & case-solving, empowering the club of **100+ members in management consulting skills**.
- Successfully onboarded sponsors, generating revenue upwards of 35 thousand to fund various flagship events.
- Led and coordinated 4 departments, ensuring the triumphant execution of Magnify, a prestigious pan-India case competition. Attracted participants from **40+ top-tier universities, generating a remarkable 40% increase in event registrations** compared to the previous year..

Management Lead | Moto Manipal | Manipal, India

May 2022 – Dec 2022

Moto Manipal – The official E-Superbike student team of Manipal Institute of Technology

- Efficiently planned and executed an **8-month manufacturing timeline** for a fully functioning electric bike, collaborating with three verticals.
- Managed a **17-lakh budget effectively**, optimizing expenses for cost-effective fabrication for the Electric Bike.
- Established relationships with **10+ vendors**, ensuring a reliable supply chain for the procurement of high-quality components.
- Strategized and executed a recruitment campaign resulting in a **200% increase in registrations compared to previous years**.

ACHIEVEMENTS & SKILLS

Case Study &
B-Plan
Competitions

- 1st position, Quandary**, Techtatva MIT Manipal, 2023 (1/50+ UG Teams)
- 3rd position, Word Quant Challenge**, World Quant BRAIN, 2024 (3/150 UG Teams)
- 8th position, Nation Building Competition**, Nation w NaMo, 2024 (Only UG team to qualify for zonal) (8/30k Teams)

Skills

- Data Analysis Tools: Excel (Pivot tables, Advanced formulas)
- Project Management Software: Asana, Jira Confluence
- Programming Languages: Python (Pandas), SQL