

Palak Dwivedi

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EDUCATION

- **Vellore Institute Of Technology** (July, 2022 - Present)
Bachelor of Technology in Computer Science & Engineering | CGPA: 8.11
- **St. Matthew's Sr. Sec. School, Udaipur** (June, 2022)
Higher Secondary | Percentage: 76.4%
- **St. Anthony's Sr. Sec. School, Udaipur** (June, 2020)
Higher Secondary | Percentage: 91.8%.

Work Experience

Market Researcher, Revvy

(January, 2025 – February, 2025)

- Conducted in-depth market and competitor research on leading mobility and ride-hailing platforms (e.g., Rapido, Uber) to identify market gaps, user needs, pricing trends, and strategic opportunities..
- Prepared structured documentation, research briefs, and strategy notes to support decision-making across product, operations, and growth teams.
- Worked closely with cross-functional teams to translate research findings into practical improvements, enhancing user experience and strengthening product-market fit.

Extracurricular & Achievements

- **Secretary**, Mharo Rajasthan Club - VIT Bhopal. (April, 2024 – April, 2025)
Coordinated 3+ cultural events with 600+ attendees, driving a 25% increase in student engagement.
- **PR team Lead**, VITronix Club - VIT Bhopal. (August, 2024 – April, 2025)
Organized multiple English literary events, each drawing a crowd of 500 attendees.
- **State Badminton Player**, Rajasthan

Projects

TradeUp- Online Trading Platform

(October, 2025)

- Led end-to-end development of a trading platform's web application, owning project planning, feature scoping, and execution timelines.
- Coordinated between design, engineering, and research needs to translate user requirements into actionable product features.
- Prepared structured documentation, product notes, and feature requirement briefs to enable informed decision-making and future scalability.
- Took ownership of iterative improvements by evaluating user behavior, monitoring performance, and identifying areas for enhancement.

VIT News Portal

(March, 2024)

- Led the development of a campus-wide news and events portal used by 150+ students, improving event visibility and increasing participation by 30%..
- Coordinated with peers on feature planning, requirement gathering, and iterative improvements based on early user feedback.
- Facilitated knowledge-sharing by delivering multiple presentations on system improvements and workflow optimizations, increasing team productivity and reducing support queries by 10%.
- Ensured high platform reliability and smooth performance during peak usage by designing clear data flows and efficient backend processes.

Skills

- **Skills:-** Communication, Teamwork, Leadership, Problem-solving, Conflict-Management, Sales & Marketing, Business Development, Relationship Management.
- **Technical Skills:-** Microsoft Excel , Web Development , Meta Ads, Canva.
- **Languages:-** English, Hindi