



Ravi Raj

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B.Tech - Civil Engineering

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EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Tech.	Indian Institute of Technology, Guwahati	7.07 (Current)	2021-Present
Senior Secondary	CBSE Board	80.4%	2021
Secondary	CBSE Board	92.8%	2019

POSITIONS OF RESPONSIBILITY

- **UG Senator, SGC 2023**, Students' Gymkhana Council, IIT Guwahati Apr. 2023 - Apr. 2024
 - Elected by General Body through Election to represent the student body of **8,000+** of IIT Guwahati.
 - Acted as a **primary intermediary** between students and college administration to address and resolve issues effectively.
 - As **Convener**, led the Maintenance Committee to secure the **Best Committee Award** for outstanding performance.
 - Successfully executed more than **40 maintenance projects** in the tenure for infra and maintenance of campus.
 - Successfully **completed 70 percent** of my agendas and remaining **15 percent** in progress.
 - Collaborated on strategic initiatives within the **Task Force** to enhance campus services and student welfare
 - As a part of **Food Review Committee**, improved dining services on campus by monitoring **8 major food outlets**.
- **Marketing Manager**, UDGM 2023 Oct. 2022 - Apr. 2023
 - Worked for **Northeast's largest entrepreneur E-summit**, securing sponsorship amount of **INR 1,00,000** for the event.
 - Also ensured strong partnerships and increased brand engagement by onboarding **10 media and branding sponsors**
- **Core Team**, Aeromodelling Club, IIT Guwahati Apr. 2023 - Apr. 2024
 - Headed the team working on **AgroDrone** which is dedicated to ease various agricultural activities.
 - Concentrated on **optimizing** the drone and finding possible ways to scale it for **industrial use**.
- **WebOps Team Member**, ACE, IIT Guwahati Apr. 2022 - Apr. 2023
 - Managed the website of Civil Department Association, ACE.

PROJECTS

- **Marketing Strategy for NinjaCart** May 2024
Personal Project Project Link
 - Conceptualized a **two-year executable marketing plan** to support their strategic expansion.
 - **4 new potential B2C channels** are identified and taken in consideration for the expansion base
 - Developed an extensive strategy using only **60 percent** of the marketing budget to **improve customer retention** through **loyalty marketing** and determined **KPIs** to track progress.
- **E-commerce Dashboard using POWER BI** April 2024-July 2024
Personal Project github
 - Conducted an assessment on **e-commerce platform's performance** using historical sales data from the preceding year.
 - Created an interactive **Power BI dashboard** to deliver dynamic, visually engaging insights from the analysis.
 - **Technologies used:** POWER BI, MySQL, Ms Excel
- **Colledge - Enhancing Onboarding Process For College's Stakeholders** Aug 2024
Produscope, E-Cell Project Link
 - On user research, **4** pain points identified for students, **4** for college admin and **3** for lenders.
 - Implemented **personalized college and loan recommendations** using **AI-driven user data** and **progress tracking**
 - Developed an **optimized onboarding platform**, improving user experience and **increasing retention by 12 percent**
- **LinkedIn Job Application Tracking Tool Development** Feb. 2024
Kriti, IIT Guwahati Project Link
 - Survey done for **user research** and identified **3** user pain points and did **Qualitative Analysis** after data collection
 - During Ideation, issues in **tracking application statuses** and **managing multiple CVs** were taken in note
 - Addressed **communication gaps between applicants and recruiters** by adding **application tracking** feature for both.
 - Prototyping done by Creating a **user-centric comprehensive tracking tool** to improve visibility and feedback system
 - Features included were status update, managing multiple CVs, **detailed feedback**, Improving the overall experience

SKILLS

- **Programming:** C/C++, Python*
- **Database Management:** MySQL, MongoDB*
- **Web Technologies:** HTML, CSS, JavaScript*
- **Miscellaneous:** Git, Figma, Canva, MS Office, PowerBI*

ACHIEVEMENTS

- **Best Subcommittee**, As convener, Awarded as **best subcommittee** among **8 subcommittees** of SGC'24. 2024
- **Rank 1**, Participated in Kriti, On "LinkedIn Job Tracking" PS by Whitespace Club. 2024
- **Won by 2nd maximum number of votes**, in Students' gymkhana council Election for Senator. 2023
- **JEE Advanced**, Secured Rank in top **6 percent** of **0.2 million** candidates appearing for the test. 2021
- **JEE Mains**, Secured Rank in top **7 percent** of **1 million** candidates appearing for the test. 2021

EXTRACURRICULARS

- **Convener, Maintenance Subcommittee**, Student Senate, SGC 2023 2023-24
- **3rd Position**, Participated in Story Writing Competition of **MANTHAN 2023**. 2022
- **2nd runner-up**, Part of Lohit Hostel Parade Contingent on Independence Day 2022
- **Kriti 2023**, Participated in Inter Hostel Tech Competition in AeroModelling module, and made a RC Plane. 2023