

# ADITYA MAHESHWARI

MALE, 23 YRS

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## EDUCATION

B.E, Mechatronics	2013-2017	University of Petroleum & Energy Studies	69.80%
AISSCE (Class XII)	2012	Greenway Modern School, Delhi	74.60%
AISCE (Class X)	2010	St. Mary's Convent School, Kasauli (H.P.)	85.50%

## WORK EXPERIENCE & POSITIONS OF RESPONSIBILITY

- Business Analyst, Unlike Anything, Ahmedabad** **August 2017-Present**
  - Monitor, review and manages** online marketing **campaigns** for clients for effectively driving brand awareness, engagement and traffic to website and social media pages with the help of **digital platforms** like Social Media, AdWords, search and SEO
  - Creates and implement **marketing strategy** including ATL, BTL and TTL activities for clients
  - Successfully **implemented** affiliate and influencer **marketing activities** for ecommerce clients
  - Currently focusing on **market trends** and technology to create innovative and effective programs
- Advisor, American Society of Mechanical Engineers (ASME) - UPES** **April 2016-May 2017**
  - Played a vital role in **capacity building** and **relationship building**
  - Received **Award** for excellence in **leadership** by Chairman
  - Handled the **fest related** works of the society and **managed a team** of 20+ members
- Organizing Secretary, Ignite 2016 - all India inter-collegiate technical festival, UPES**
  - Led a team of **12 members** for creating and implementing theme, Mafia for Ignite 2016
  - Recruited members** and held workshops for fest and department promotion and participation
  - Handled the **fest related** works of the society and **managing different teams**
  - Recognized** by fest committee members for **outstanding** work in the coordination.
  - Provided assistance** in 3 different events during the festival
- Event Head, Code Worm, Ignite 2015 - Technical Festival, UPES** **February 2015**
  - Addressed** by Mr. Nishant Srivastava - Lead organizer of Google Developers Group (GDG), New Delhi
  - Managed event to the letter as proposed
  - Got **featured** in **Google India Newsletter** for February, 2015

## INTERNSHIPS

- Trainee, Appit Simple Infotek, Ahmedabad** **June 2017 - July 2017**
  - Held email marketing in collaboration with client team member, maintained proper database of recipients
  - Managed client experience throughout the life cycle - on-boarding, maintenance, periodic review, off - boarding
- Summer Intern, Larsen & Toubro, Mumbai** **May 2016 -July 2016**  
*Product & Technology Development Dept. at L&T Heavy Engineering*
  - Worked on **integration** of pedestal for **tracking** antenna
  - Pedestal** driven by **brushless DC motor** specifically designed for tracking **missiles**

## PROJECTS

- Technology in Indian Highways**
  - Conceptual** and technical **feasibility** of leveraging information technology on economy, transparency, speed, inclusion, scalability and robust system in **transportation** sector
- Identification of Electricity Theft using Power Line Communication (PLCC)**
  - Monitored **electricity supply** at **MPAN** and power sub-station
  - Too much **fluctuations** mark the user **faulty**
  - Contributed** to Siddhartha and Ayush for successfully **publication** of paper presented at SARJAN'15
- Identification & Segregation of Components using Programmable Logic Control (PLC)**
  - Interfaced **actuators** and **sensors** to identify different materials by **ladder logic** using PLC
  - Designed** structural model and working of the application

## SKILLS

- Analytical and Research oriented mind set, MatlabR2013a, MySQL, PHP, Market Analysis, Problem Solving, Critical Thinking, Microsoft Office, Google Analytics, Digital Marketing, Leadership, Interpersonal

## ACHIEVEMENTS AND EXTRA-CURRICULAR ACTIVITIES

- Letter of achievement** by Green Youth Generation (GYG) **2016-2017**
- First position** in inter school **Table Tennis** championship **2009**
- Have successfully collected British & Republic Indian coins since 1832 A.D.** **2005-Present**