Rohit Moorjani

ACADEMIC QUALIFICATIONS & ACHIEVEMENTS

Qualification	Year of Passing	Institution	Grade
B. Tech (Computer Science)	2023	Vellore Institute of Technology, Vellore	8.52
CBSE (Class XII), Science	2019	Sir Padampat Singhania Education Centre, Kanpur	95.5% (BFS)
ICSE (Class X)	2017	Seth Anandram Jaipuria School, Kanpur	95.2%

- An enthusiastic freshman in the 4th year of college interested in Product Management and building user-centric products. Built a multi-utility website for a local firm in my city, increasing their sales by 20%
- Pursued a curiosity-driven approach for Android Development and Database Management Systems on MyCaptain, Coursera and YouTube courses.
- Pursued a passion driven Product Management course by Google on Coursera.
- Formed a strong foundation on HTML, CSS3 educating myself on Youtube.
- Built and delivered a web development project (fully responsive) to build a multi utility website for one of the leading handpump manufacturers in India, Quality Pumps Pvt Ltd- the sample draft can be seen here- https://rohitmoorjani.github.io/Quality-Pumps/ ; The purpose of the website was to attract customers all over India to buy the company's products. Also, helped the company move virtual during the lockdown in March (2021).
- LinkedIn- https://www.linkedin.com/in/rohitmoorjani20/

INTERNSHIPS | EXPERIENCE | LIVE PROJECTS

Growth Intern, Passionbits- *Link in bio tool for Freelancers*   January'22-August'22

- Talked to 150+ ideal users of the product to identify pain points.
- Integral part in the development of 3 different modules. This led to a jump of almost 40% in Monthly Active Users.
- Led 2 Go-To-Market programs leading to an increase of 30% in weekly signups.
- Learned user behaviour analysis through heatmaps, setting up market research protocols & feature prioritization according to the user calls.

Content Curator, Engineer's Cradle- *India's leading ed-tech startups*   August'21-November'2021

- Lead the Content Team for Social Media effectively building a team of 25 from 10.
- Built an online presence for the company to effectively introduce their product to masses bringing in **1000+** impressions since the first post launch.
- Brainstormed ideas to produce more value adding content for the page.

Web Developer, Quality Pumps Pvt. Ltd.- *India's leading handpump manufacturing firms*   June'21-July'2021

- Created a fully responsive portfolio website for the firm.
- Enhanced the **B2C** relationship of the firm by increasing their visibility and the products they offer. Attracted a **pan-India** audience **increasing the sales by 20%**
- Learnt Javascript and Jquery while implementing the project.

Event Managing Voluteer, Infusion-PnM International- *Multicultural event held at Riviera, VIT*   October '19-February'2020

- Led a team of **3 volunteers** to bring in sponsorship worth **Rs.50,000**
- Built a B2C product by registering the candidates through online portal.
- Brainstormed ideas and marketing strategies to bring in a cumulative of more than **1000+ registrations**.

POSITIOINS OF RESPONSIBILTIES

Committee Member, Microsoft Student Technical Chapter   2019-2020
- Worked on App Development projects under the society and helped organize various events such as webinars, competitions and meetups to increase the knowledge and the interest of the student community towards topics like App Dev and Web Development

Committee Member, VIT Trekking Club   2019-2020
- Part of one of the most exclusive clubs on campus under which I helped organize adventure sport activities, and planned treks.

Content Creator, YouTube & Instagram   Ongoing
- Created a YouTube channel by the name of RoJustHitYou and published more than **20+ videos** along with **100+ reels** on Instagram with a combined viewership of **10.5 Lakhs+ in the week of 24th July,2021-31st July,2021;** Through this I learned the skill of Video Editing, Hosting Events and Content Creation from this initiative

EXTRACURRICULAR ACTIVITIES

Guest Speaker:
- **Guest speaker at a podcast** organized by Jhankaar- the beat of the LPU, organized on Leher app.
- **Guest speaker at The Social Exa** influencer platform.

Model United Nations/Public Policy:
- Participated in several state and national level Model United Nations and won awards at each
- Part of the founding team of Seth Anandram Jaipuria School Model United Nations Club to organize MUNs at school for students and help people gain the skill of Public Speaking

Cricket:
- Part of the cricket team of Seth Anandram Jaipuria School under which I represented the school at various district and state level competitions
- Played at the SP Sinha National Cricket Tournament and various other national level competitions

Video Editing:
- Creator of 30+ beautiful scenic vlog on my youtube channel using iMovies.