Ayush Bora

thisisayu0912@gmail.com | (91) 9702760931 | www.linkedin.com/in/ayushbora

EDUCATION

Vishwakarma Institute of Technology, *Pune, India*   September 2023 - Present
Bachelor of Technology in Computer Engineering (CGPA: 8.97)
Coursework: DBMS, Java, Python, C++, C, Android Studio, Data Science, OOPS, Computer Organisation, DSA, Operating Systems

Blossom Public School, *Pune, India*   April 2021 - April 2023
12th Percentage : 94.4%
Coursework: Physics, Chemistry, Mathematics, Python, English

SKILLS

Technical Skills: SQL/MySQL, Python, C++, C, Java, Dart, Flutter, Tableau, PowerBI, Big Query, R Studio
Tools: Facebook Business Manager, Google Ads, Shopify, Figma, GitHub, Canva, Illustrator, Photoshop, Android Studio, Notion

EXPERIENCE

boxbox | Co-Founder & Product Management Lead, *Pune, India*   September 2023 - Present
boxbox is an eCommerce sports apparel brand, delivering unparalleled quality products with exceptional customer experience.
- Led a team of 7 to launch 90+ products across 4 apparel categories in 4 sports segments, generating ₹15,00,000 in revenue
- Optimized supply chain to reduce logistics cost by 40% while attaining an average shipping time of 4 business days
- Designed the website (www.boxbox.in) using Shopify with an intuitive user experience, yielding a conversion rate of 4.2%
- Guided customer engagement, seeking continuous feedback to improve product quality and overall shopping experience
- Scaled social media presence to 19,000+ followers, achieving 5.3% engagement rate and 3 million+ average monthly reach
- Launched marketing campaigns, encompassing influencer partnerships, print and facebook ads with a budget of ₹12,00,000+

TEDx VIT, Pune | Marketing Head, *Pune, India*   December 2024 - April 2025
An independently organized TED event showcasing visionary speakers to the VIT Pune community
- Orchestrated influencer partnerships and live AMAs, driving a 40% increase in sponsor visibility and engagement
- Oversaw all launch phases—from teaser campaigns and volunteer briefing to live coverage and post-event recaps
- Tracked registration funnels in real time, optimizing email cadences and social hooks to boost RSVP-to-attendance by 22%
- Analyzed student interests and digital behavior to define event themes, expanding Instagram reach to 500 K/month
- Designed sponsor one-pagers, speaker briefs and social assets to support outreach and brand consistency
- Built a Google Sheets dashboard to track KPIs, enabling weekly reporting and agile pivots

ACADEMIC PROJECTS

Full-Stack Web App for F1 Analytics and Management   September 2024
- Built a full-stack Flask web application to visualize, compare, and manage Formula 1 data using MySQL as the backend
- Optimized SQL queries using joins, aggregations, and subqueries to deliver real-time insights into race results, season standings, and career summaries
- Created and integrated complex stored procedures to compute driver and constructor stats (e.g., total wins, points, podiums, and fastest laps)

LocoMusic: Location Based Music Recommendation App   June 2023
- Built using Flutter/Dart for a native look & feel on both iOS and Android from a single codebase
- Used GPS (Geolocator) to auto-detect or save custom spots (Gym, College, Home, etc.) and serves curated playlists from Firebase
- Leveraged Firebase Auth, Cloud Firestore (users, playlists, favorites, savedLocations) and Firebase Storage (audio files) for seamless data sync, security, and media hosting
- Implemented just_audio for full-fledged playback controls with context-aware queuing

LEADERSHIP EXPERIENCES

- Held the position of a Head Boy at Podar International School, Pune
- Held the position of Event Experience Head at TEDxVIT, Pune
- Held the position of Event Coordinator at EPEC VIT, Pune