

Abhishek Sagar Sanda

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Education

College of Engineering, Northeastern University, Boston, MA

Expected: May 2025

Master of Science in Information Systems

Related courses: Applications Engineering & Development, Web Design and User Experience Engineering

Jawaharlal Nehru Technological University Hyderabad, India

Jun 2022

Bachelor of Technology in Electronics and Communications

Technical Knowledge

Technical Skills: Social Media Marketing, Google Analytics, Digital Marketing, JavaScript, HTML/CSS, Microsoft Office Suite, Google Suite

Transferable Skills: Event Planning and Management, Creativity, Communication, Teamwork and Collaboration, Problem-Solving, Team management, Leadership, Project Management, Data Analysis

Web technologies: MEAN stack, RESTful API, React, ASP.NET, MVC, Angular

Work Experience

Marketing Executive, Wissenarie, Hyderabad, India

Nov 2020 – May 2021

- Increased website traffic by 20% by orchestrating the entire lifecycle of marketing campaigns, from ideation and planning to seamless execution, ensuring successful outcomes. This included developing targeted content, implementing effective SEO strategies, and running engaging social media campaigns.
- Generated blog content that increased conversion rates by 15% and attracted 1,000 new website visitors per month. Analyzed consumer behavior through website analytics and A/B testing to refine email and advertising campaigns, resulting in a 10% improvement in click-through rates and a 5% increase in conversion rates.

Marketing Intern, I Fortis Worldwide, Hyderabad, India

May 2021 – Jul 2021

- Increased event pass sales by 15% through effective management of the sales funnel, including lead nurturing, email marketing, and targeted social media campaigns. Developed engaging presentations and key visuals that resonated with the target audience, contributing to a 20% higher conversion rate from leads to paying customers.
- Developed and implemented a segmentation strategy that increased event pass sales to young professionals by 30%, leveraging insights from consumer behavior research. Targeted marketing campaigns based on demographics and interests, resulting in a 10% reduction in cost per acquisition.

Senior Operations Manager, AIESEC In India, Hyderabad, India

Aug 2019 – Aug 2020

- Identified 15 new growth opportunities in sub-products, leading to a 20% increase in their revenue, enhanced sub-product prospects by 40%, resulting in the acquisition of 5 new international workers for local businesses, delivered 15% value to Enterprise Partners (EPs) through strategic partnerships and market expansion initiatives.
- Led a team of 4 people to achieve 15% higher performance compared to industry benchmarks, oversaw CRM management for 100 clients, streamlining processes and reducing response time by 25%, executed sales strategies that resulted in a 30% increase in event attendance and demonstrated commitment to value delivery by exceeding targets by 10% for member education and event planning.
- Organized and managed 3 impactful events, attracting 500 attendees from all over India, Enhanced delegate experiences through implementing interactive workshops, resulting in a 30% improvement in participant satisfaction based on post-event surveys, increased event ROI by 20% through effective planning, cost management, and sponsorship acquisition of \$10,000.

Other Experience

Event Organizer and Team Member, NUSanskriti, Boston, USA

Oct 2023 – Present

- Collaborated with a team of 30 members to plan and execute 3 impactful cultural events that attracted over 500 attendees from the Northeastern and local Boston community.
- Leveraged creativity and communication skills to develop engaging event programming, including interactive workshops and performances, resulting in a 30% improvement in participant satisfaction based on post-event surveys.
- Represented Northeastern University by performing traditional Indian dances at various off-campus cultural events, showcasing adaptability, problem-solving, and teamwork abilities while contributing to the creative direction of dance routines with a diverse group of 90-100 dancers.

Product Intern, Blackbuck Engineers, Hyderabad, India

Aug 2021 – Oct 2021

- Led an 8-member team in developing innovative projects - Dog Classification and IoT-based Intelligent Traffic Light Management, IoT based home automation, Movie Recommendation System, Support Vector Machines, Text Classification, Diabetes Prediction, San Francisco Crime Analysis Credit Card Fraud Detection, fostering strong leadership and communication skills.
- Pioneered various projects utilizing **Artificial Intelligence, Machine Learning, NLP, Internet of Things, Cybersecurity, and cloud technologies**, achieving outstanding evaluations exceeding 4.8/5.0. This initiative spearheaded a 25% enhancement in project efficiency, showcasing adept leadership and innovative solutions.

Achievements

Won Project Expo 2022 - for presenting and demonstrating my Autonomous Driving Car using Arduino and IoT project. **Defense Research and Development Laboratory (DRDL) of India** - accomplished a project titled "Study of Instrumentation Systems used for Testing and Propulsion Systems."

Recognized in Bridge2Career (personal branding workshop) - for participating proactively and being top performer among the 80 delegates who participated.