

Shobhit Baijal

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Education

Bachelor of Business Administration Ritsumeikan Asia Pacific University <i>Major: Accounting and Finance</i>	2024 - 2028 Beppu, Japan
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High School Diploma Neerja Modi School, Central Board of Secondary Education Jaipur, India <i>Relevant Coursework: Economics, Business Studies, Accountancy, English Core, Information Practice</i>	2022 - 2024
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Achievements

JASSO Scholarship Japan Student Service Organization	2024
• Received JASSO scholarship for 6 months	Beppu, Japan

APU Tuition Reduction Scholarship Ritsumeikan Asia Pacific University	2024
• Received 80% Tuition Reduction for 4 years	Beppu, Japan

APU Housing Scholarship Ritsumeikan Asia Pacific University	2024
• Received 11 months of free housing in university dormitory	Beppu, Japan

Global Economics Olympiad International Institute of Financial Markets <i>Inter school competition</i>	2022
• Qualified the regional level with A+ grade	Jaipur, India

Work Experience

Experience and Marketing Strategy Intern Glide Japan	2026
• Evaluated 3 tourism experiences pre-OTA launch and delivered UX & content improvement recommendations • Created published blog content and social media video assets for experience promotion • Proposed 4 experience bundling and tiering frameworks to increase perceived value and conversion	Beppu, Japan

Photographer and Salesman (Part time) Sanrio Harmony Land	2025-Present
• Generated ¥40,000+ in daily sales by photographing guests and converting interactions into on-site purchases • Managed the full customer interaction flow from photography to purchase in a high-traffic theme park	Hiji, Japan

Social Media Promotion and Graphic Designing Global Admissions Student Staff <i>PR Department</i>	2025-Present
• Designed Photo props and Instagram Posts for their social media. • Ideated social media promotion and visit engagement strategies.	Beppu, Japan

E-Commerce Management and Website Development

Rajasthan Patrika(GuudSugar)

E-Commerce Intern

2024

Jaipur, India

- Managed Flipkart online marketplace account for their new FMCG food product and also ran ads to generate sales, these practices resulted in a 20% boost on sales
- Conceptualized interactive website elements for D2C and B2B website to improve B2B conversions, which garnered 2 queries from MSMEs
- Was responsible for reaching out to F&B businesses for increasing institutional sales, was successful in closing a deal with a local F&B company.
- Designed a blog website for raising awareness about sugar and offsite SEO

Social Media Management and Logo Design

2022

Grand Bakers

Jaipur, India

Logo Designer and Social Media Manager

- *Designed the brand logo*
- Managed social media and got 250+ impressions on posts
- enlisted the bakery in food delivery platforms
- Added the bakery in Google Business which currently has 2000+ searches daily

Personal Projects

DocNearMe - Centralized Clinic Appointment Platform

2025

Product Development • UX • System Architecture

- Designed a centralized clinic discovery and appointment booking platform to reduce fragmentation in healthcare access
- Defined end-to-end user flows covering search, availability, booking, and confirmation
- Validated problem-solution fit through ground surveys with clinics and patients

Kizuna Journal – AI-Assisted Student Reflection Platform

Product Concept • AI Integration • Education Technology

- Designed a student journaling app enabling daily reflection after school
- Built an AI-based analysis system to translate student journals into teacher-facing insights on interests and inclinations

Online Course

Foundations of Digital Marketing and E-commerce

2023

Google

Virtual

- Grasped various marketing funnels and its various stages, search engine marketing, search engine optimisation
- Gained insight about various metrics of measuring marketing success

CS50 Introduction to Python

2023

Harvard CS50P

Virtual

- Developed foundational Python programming proficiency

Professional Diploma in Photoshop

2020

Upskillist

Virtual

- Acquired proficiency in Adobe Photoshop, enhancing my graphic design skills