Shobhit Baijal

shobhitbaijal5@gmail.com
+81 070-8536-5393

Education

Bachelor of Business Administration	**2024 - 2028**
Ritsumeikan Asia Pacific University	Beppu, Japan

Major: Accounting and Finance

High School Diploma	**2022 - 2024**
Neerja Modi School, Central Board of Secondary Education	
Jaipur, India	

Relevant Coursework: Economics, Business Studies, Accountancy, English Core, Information Practice

Achievements

JASSO Scholarship	**2024**
Japan Student Service Organization	Beppu, Japan

- Received JASSO scholarship for 6 months

APU Tuition Reduction Scholarship	**2024**
Ritsumeikan Asia Pacific University	Beppu, Japan

- Received 80% Tuition Reduction for 4 years

APU Housing Scholarship	**2024**
Ritsumeikan Asia Pacific University	Beppu, Japan

- Received 11 months of free housing in university dormitory

Global Economics Olympiad	**2022**
International Institute of Financial Markets	Jaipur, India

Inter school competition

- Qualified the regional level with A+ grade

Work Experience

Experience and Marketing Strategy Intern	**2025**
Glide Japan	Beppu, Japan

- 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

Photographer and Salesman (Part time)	**2025-Present**
Sanrio Harmony Land	Hiji, Japan

- 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

Social Media Promotion and Graphic Designing	**2025-Present**
Global Admissions Student Staff	Beppu, Japan

PR Department

- Designed Photo props and Instagram Posts for their social media.
- Ideated social media promotion and visit engagement strategies.

E-Commerce Management and Website Development **2024**
Rajasthan Patrika(GuudSugar) Jaipur, India
E-Commerce Intern
- 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