



Mahima Sethi
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B.Tech.
Gender: Female
DOB: 07-08-1999

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2021	

PROFESSIONAL EXPERIENCE

KPMG Summer Associate [Jun '20 - Aug '20]	<i>Part of KPMG's School Education Practice; performed analysis to propose state specific educational reforms</i> <ul style="list-style-type: none"> Reviewed state-level education budget allocation for 10 states by analysing 20+ reports and policy documents Worked in a cross-functional team for data procurement; scrutinized information based on 100+ key parameters Performed landscape analysis to generate a report on large scale assessment preparedness across states in India Researched 10 states for digital usage readiness; built state education profiles established on 35+ parameters Investigated outcomes data on state-level school education to identify key challenges and areas of intervention Generated actionable insights to improve the overall educational outcomes based on access, quality and equity
Tech Mahindra Digital Marketing [May '20 - Jun '20]	<i>Worked with Corporate Marketing team; designed social media initiatives for improved brand awareness</i> <ul style="list-style-type: none"> Analysed & improved digital outreach of Senior Leadership by outlining a framework around 20+ parameters Conducted SWOT and gap analysis of content; provided recommendations for future promotional campaigns Proposed a comprehensive marketing communication strategy for the CEO; boosted audience growth by 4% Suggested 5+ content development strategies for enhancing brand perception & higher customer engagement
PwC Private Limited Financial Analyst [Dec '19 - Jan '20]	<i>Recommended business solutions for clients by performing financial analysis, modelling and valuation</i> <ul style="list-style-type: none"> Performed DCF valuation of a wind energy company for client acquisition by developing a financial model Derived key financial metrics and growth rate for a company by evaluating financial statements & data trends Extrapolated historical data by utilising Excel and developed financial statements to forecast future performance Appraised an investment decision for infrastructure company by analysing & projecting financial performance

POSITIONS OF RESPONSIBILITY

Editorial Board Member, Insight [Mar '19 - May '20]	<i>Part of a 20-membered team heading IIT Bombay's Official Student Media Body, guiding 200+ student journalists, with publications circulated to 10k+ students and faculty, with an online readership of 1.5M+</i> <ul style="list-style-type: none"> Analysed hygiene standards of 35 institute eateries, based on 45+ parameters; enabled student concerns on food poisoning incident in a hostel to reach administration & recommended an outline for improvement Spearheaded Insight's expansion to Instagram by creating targeted content and user-outreach strategy Authored a survey based journalistic piece on Body Shaming garnering over 500+ responses and 8k+ views Headed a panel of 8 students to generate content on harmful student habits for Freshers' Newsletter 6.2
Editor, Civil Dept. Magazine [July '19 - Aug '19]	<i>Part of a 10 membered editorial team of the inaugural magazine of Civil Engineering Department, IITB</i> <ul style="list-style-type: none"> Pioneered 1st edition of Civilscape - the annual magazine showcasing research, events and internships Collaborated with department professors to curate content; achieved a readership of 500+ professionals

INDUSTRIAL EXPOSURE & KEY PROJECTS

Mumbai Metro Rail Corp. Project Intern [Dec '18 - Jan '19]	<ul style="list-style-type: none"> Gained hands-on industrial exposure and investigated project requirements for Mumbai Metro Package 7 Examined survey reports, maps, blueprints, topological & geological data to effectively plan future projects Visited 5 project sites to monitor progress of construction; consulted with on-site engineers & contractors Attested quality assurance and safety standards of the materials used by conducting laboratory experiments
Applied Hydraulics Course Project [Mar'19]	<ul style="list-style-type: none"> Prepared a case study on stilling basin in Bhakra Dam, Himachal Pradesh to analyse the structural design Evaluated height of chute blocks, length of stilling basin, total energy dissipated & length of hydraulic jump Provided design recommendations based on Froude number & identified 5 failure mechanisms for the basin

EXTRACURRICULAR ACTIVITIES

Competitions & Online Courses	<ul style="list-style-type: none"> Winner of ET Campus Stars 3.0 (104 out of 49K+ students), an initiative by the Economic Times Digital ['20] Completed a certified course in Marketing Management (Indian Institute of Management, Bangalore) ['20] Completed a 4-course specialization in Finance & Quantitative Modelling (University of Pennsylvania) ['19]
Social	<ul style="list-style-type: none"> Sensitized on COVID-19 norms & distributed ration to deprived people as part of MY-HEART organisation ['20] Voluntarily educated indigenous students as part of International Internship and Volunteering Program ['18] Mentored 5 underprivileged children during the social event REVA- Right to Education and Vision for All ['17]
Cultural	<ul style="list-style-type: none"> Part of a team of 10 that secured 2nd position in advertisement making competition for freshmen ['17] Completed a semester-long course in Western vocals in Cultural school by IIT Bombay Culturals ['17]
Sports	<ul style="list-style-type: none"> Completed a 2 month long Inter-IIT advanced athletics summer camp specialising in sprints and throws ['18] Selected for year-long athletics professional training program under National Sports Organisation (NSO) ['17]