



Aditya Maitri
Chemical Engineering
Indian Institute of Technology, Bombay

170020111
B.Tech.
Gender: Male
DOB: 30-11-1999

Examination	University	Institute	Year
Graduation	IIT Bombay	IIT Bombay	2021
PROFESSIONAL EXPERIENCE			
BLITZ JOBS [May '20 – Jul '20]	Marketing & Digital Marketing Tools Analysis Social Media Performance optimization of the firm <i>Received Letter of Recommendation for exemplary work on substantial increase in the firm's outreach</i> <ul style="list-style-type: none">Achieved 30% MoM growth in sales through better brand visibility across all the social media handlesAccomplished 268% improvement in firm's Facebook outreach by optimal use of video infographicsGenerated 50% increase in the website traffic by strong targeting through Google analytics reportsRefined blog post strategy & used effective keywords enhancing ranking & search engine optimization		
HOMELANE DECOR AND FURNISHINGS [May '19 – Jul '19]	Financial Analysis Sales Projection Modelling to set targets for partners basis historic data & trends <ul style="list-style-type: none">Designed a sales forecast model predicting demand with +/- 5% deviation wrt the actual sales valuesSaved the firm an opportunity cost of INR 10 million by reviving the previously set deflated targetsAchieved 2% to 4% MoM growth in overall revenue by suggesting specific solutions for each regionTested targets against achievement every week and passed the feedback to the prediction model		
NITI AAYOG Govt. of India [Nov '18 – Dec '18]	Digital Marketing Social Media Outreach growth of Women Entrepreneurship Platform-NITI Aayog <i>Received Certificate of Appreciation by CEO, NITI Aayog in recognition of efforts towards building WEP</i> <ul style="list-style-type: none">Designed content for creatives promoting women entrepreneurship in collaboration with Thinkstr LtdIncreased registrations on website to 130+ through powerful infographics promoting women business Data Analysis & Management Template Design for analysis of parameters of the WEP website <ul style="list-style-type: none">Analysed outreach statistics, service and website usage using Admin dashboard and GA reportsAchieved 82% growth in new visits on the website by effective region, language & age-wise targeting		
POSITIONS OF RESPONSIBILITY			
OVERALL COORDINATOR [Jul '20 – present]	Institute Hygiene Committee Hostel Affairs, IIT Bombay <i>Leading a 2-tier team of 10 Hygiene Committee members & working with 54 mess councillor & secretaries of hostels</i> <ul style="list-style-type: none">Supervise institute-wide dining facility consisting of 40+ eateries for over 15k students and residentsSet processes to monitor & regulate operations on a daily basis and levy fines to curtail malpracticesProposing 2 audits & FOSTAC training for over 200 cooks partnering with Hindustan Unilever LimitedPlanning reduction in hygiene issue cases by 50% by optimising the dish type in the canteen menuIntroduced incremental fining process & surprise checks leading to a 30% audit score improvement		
MESS COUNCILLOR [Apr '19 – Mar '20]	Hostel 2, IIT Bombay Member of the Institute Mess Committee, Hostel Affairs, IIT Bombay <i>Spearheaded a team of 2 mess secretaries to supervise the functioning of the hostel mess for 400+ residents</i> <ul style="list-style-type: none">Supervised the working of Hostel Mess and oversaw a total bill of over INR 8 million per semesterOrchestrated a zero-wastage campaign resulting in 77% food wastage reduction than daily wastageSaved INR 0.15 mn during Gala Dinner by negotiating dish price to INR 80, 83% lesser than last yearPurchased kitchen equipment worth INR 0.5 mn by evaluating multiple vendors on basic parameters		
MAINTENANCE SECRETARY [Apr '18 – Mar '19]	Hostel 2, IIT Bombay Received Organisational Special Mention for exemplary contribution in tenure <i>Part of a 3-tier hostel council liaisoning between 400+ residents and hostel maintenance unit of IIT Bombay</i> <ul style="list-style-type: none">Coordinated and supervised maintenance realm of Public Health Office, Horticulture and CarpentryOptimised budget of INR 0.6 million; procured equipment for hostel by negotiating with 20+ vendorsProposed dog shelters in hostel premises to institute authorities to rescue and protect campus dogs		
KEY PROJECTS			
ECONOMIC MODEL FOR RURAL INDIAN FARMING [Jan '18 – Apr '18]	Harvesting, Value Addition Marketing & Wealth Sharing Guide: Prof. B.K. Chakravarthy, IDC Project Course Project to examine the economic problems faced by farmers and propose constructive solutions <ul style="list-style-type: none">Proposed to build a platform for individual or institutional investors to invest in farming activitiesNarrowed down the focus on monetary losses incurred by the onion farmers of Nashik as case studyCreated a Youtube video explaining the Problem Statement, Plan of Action & Outcome of the project		
EXTRACURRICULAR ACTIVITIES			
CULTURAL	<ul style="list-style-type: none">Assistant Director - Ayuthi, a short film; Selected for Bengaluru International short film festival 2020Awarded hostel PAF Colour for outstanding contribution in Performing Arts Festival 2019, IIT BombayPart of the production cell of the winning team which bagged 10 awards out of 11 in PAF 2019, IITB		
SOCIAL	<ul style="list-style-type: none">Pioneered videos in Kannada for OLI, a YouTube channel with 117k subscribers and 10 million viewsCompleted 40 hrs of community social services under Computer Literacy Program for Senior CitizensVolunteer - Guinness World Record breaking event, SSAP; trained 5000+ students to make solar lamps		
MISCELLANEOUS	<ul style="list-style-type: none">Scholastic Achievements: KCET- 99.65 percentile; JEE Main - 99.74 percentile; JEE Advanced - 97.84%Programming: C++, MATLAB, Pvthon; Software: Microsoft Office, AutoCAD, SolidWorks, Latex, DWSIM		