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Chemical Engineering
Indian Institute of Technology, Bombay

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B.Tech.
Gender: Male
DOB: 06-08-1998

Examination	University	Institute	Year
Graduation	IIT Bombay	IIT Bombay	2021

Pursuing a **Minor Degree in Design** from Industrial Design Centre, IIT Bombay

POSITIONS OF RESPONSIBILITY

CORE GROUP MEMBER | MEDIA & PUBLICITY, MOOD INDIGO [Apr'19-Mar'20]

Nominated for **Best People Relations Award** alongside **Tomorrowland** | Footfall: **146,000+** | Net Worth [REDACTED] | Events: **240+**

Leadership	<ul style="list-style-type: none">Led a 2-tier workforce of 100+; negotiated deals worth [REDACTED] with brands including The Hindu in 15+ citiesOversaw end-to-end execution of the official website (6.5M+ hits) & mobile app (Trended #1 on Events Page, Playstore)Expanded the total online reach by 400k+ during the festival, leveraging live content via daily highlight videos
Initiatives & Reforms	<ul style="list-style-type: none">Secured 137% rise in engagement by shifting from conventional social media strategy to an experience-driven modelPositioned various events as platforms for media campaigns by curating 2 film promotions; hosted Deepika PadukoneIncreased media worth by [REDACTED] and reach by 560k+ building first-ever micro-influencer marketing program
Impact	<ul style="list-style-type: none">Footfall rise: YoY increase by 2.1%Coverage & Publicity expenses reduced by 30%Online YoY viewership rise: 216% (impressions)Registrations: 26% YoY rise; App Downloads: 650% YoY rise

CONVENOR, BIOTECH CLUB | INSTITUTE TECHNICAL COUNCIL, IIT BOMBAY [Aug'18-Mar'19]

Impact	<ul style="list-style-type: none">Achieved a 30% YoY increase in club participation by curating 6+ events & mentoring 200+ Biosciences enthusiasts
Reforms	<ul style="list-style-type: none">Pioneered 'Crime Scene Investigation' to demonstrate forensics excitingly, crafted publicity plan & the storyline

PROFESSIONAL EXPERIENCE & KEY PROJECTS

VOOT, VIACOM18 MEDIA PVT. LTD. | BUSINESS ANALYST [Jul'20-Aug'20]

Received a **Letter of Recommendation** for exemplary work on **5** projects aimed at increasing revenue & streamlining operations

Data Analysis	<ul style="list-style-type: none">Saved 66+ man-days annually & reduced the turnaround time of data requests from 4 hours to synchronized- Conceptualized Top Show MIS (Mgmt. Info. System) using Power BI and successfully deployed it for useAided in securing sponsorship for platform's flagship show Big Boss by furnishing key stats. for the sales playbook- Mapped interests of platform users based on 500M+ app events hits and gathered 40 actionable insights
Inventory Management	<ul style="list-style-type: none">Optimized the utilization of all available ad impressions by analyzing the demand data of 300+ requests- Enabled real-time estimation of ad inventory from 8+ OTT platforms in a relational data model using SQLProjected 40% QoQ increase in revenue by regulating price discounting of the inventory rates for 100+ brands

WYSA, TOUCHKIN ESERVICES | PRODUCT ANALYST [May'20-Jun'20]

Wysa is an **AI mental health startup** that has saved **65+** lives and is currently used by **1.7 Million** users across **30+** nations

Product Development	<ul style="list-style-type: none">Prevented potential app crashes by detecting 30+ corner cases and liaised PRDs across tech and UI teamsDesigned a dashboard for tracking insights across the client's workforce, to be incorporated in the B2B product
Growth	<ul style="list-style-type: none">Conducted a critical review assessing the market competition and suggested 5 product enhancements- Actively collected & organized data on 20+ market competitors; identified USPs and 15 factors for analysis

INNOVATION DESIGN IN INDIA'S RURAL MARKET | SOCIAL ENTREPRENEURIAL COURSE PROJECT [Jan'19-May'19]

Devised a platform to support small sustainable farms through effective collaboration between farmers, investors & exporters

Ideation	<ul style="list-style-type: none">Formalized a revenue structure based on the sale of the final product & designed a revenue-sharing model- Allocated 30% return for the providers, 50% profit for cultivators and 20% for the organization
Approach	<ul style="list-style-type: none">Contrived a channel for private investment in agriculture with one to one tracking and monitoring system

ACCOLADES & INTERESTS

Scholastic	<ul style="list-style-type: none">Secured Rank 74 in International Mathematics Olympiad and Rank 61 in National Science Olympiad [13]Received Summer Internship Offer from NoBroker Tech Solutions Pvt. Ltd. (4 out of 350+ students) [19]
Global Competitions	<ul style="list-style-type: none">Michelin Mobility Challenge: Presented "Innovative chair design for the elderly" to the jury [18]Global Case Competition, Case Hunt: Institute Finalist (12/10,000), Scrutinized India's Olympics bid [20]
Sports & Adventure	<ul style="list-style-type: none">Completed a 15-day long Mountaineering Adventure Course conducted by the Ministry of Defence [18]Finished the IIT Bombay half marathon and Independence day biathlon among the top 30% [18]
Social	<ul style="list-style-type: none">Orchestrated an online campaign for mental health destigmatization while generating 100k+ views [19]Enabled segregation of 12 tonnes of waste pioneering 'Waste-Friendly College Festival' with Sony BBC Earth [19]
Technical	<ul style="list-style-type: none">Languages: SQL, C++, Python, MATLAB, DAX Softwares: Tableau, Power BI, MS Office, DWSIM