



Vamika Gupta
Metallurgical Engineering and Materials Science
Indian Institute of Technology, Bombay

170110014
B.Tech.
Gender: Female
DOB: 10-10-1999

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

- Secured **Department Rank 5** amongst a batch of 80 students (2020)
- Recommended for **INSPIRE** scholarship for being amongst the top **1%** scorers in high school (2017)

PROFESSIONAL EXPERIENCE

Tata Steel Limited — Business Consultant Intern (Summers 2020)

- Created a roadmap with product level granularity targeting revenue of **INR 1000 Crore** by fiscal year 2025
- Prioritised launch readiness to create line of sight for the next **5-year** for application development team
- Deep dived into **20** identified products, their market segments, competitors and value chain analysis in **WFH** mode

Tata Steel Limited — Market Research Intern (Winters 2019)

- Prepared **discussion guides** for two different market segments, factoring product usage pattern
- Conducted **30+** face-to-face in-depth interviews and observed age/work profile focus group discussions
- Analysed with team members the outcomes of research and **summarised** it to develop the product idea

POSITIONS OF RESPONSIBILITY

Marketing and Communications Head — Team Shunya, IIT Bombay (Jun'20- Present)

The only student team to represent India in international solar energy powered house building competitions

Initiatives	<ul style="list-style-type: none"> Conducted a webinar with 300+ registrations and planned an annual series of workshops Reignited Sustainable Sundays, social media campaign and introduced team blog Revamped the old website and got a reach of 15k+ within 24 hours of launch
Leadership & Management	<ul style="list-style-type: none"> Heading a 2-tier team of managers and assistant managers and part of the core team Increased Facebook organic reach by 600% within 2 months with regular posts and events Planning to raise estimated INR 50 lacs by contacting govt agencies & private companies

Department Academic Mentor— MEMS, IIT Bombay (2019- Present)

- Selected twice, mentoring **8** second year students including **3** academically under-performing students
- Initiative:** Addition of Industrial Design minor reviews in team's blog and penned one course review in it

Aeromodelling Club Convener— Institute Technical Council, IIT Bombay (2018-2019)

- Designed and executed a new event - **Box Kite** & executed all Aeromodelling related events in a team of eight

TECHNICAL PROJECTS

Data Extraction Automation — Deutsche Bank- Manch 3.0 (Spring 2020)

- Reviewed working of existing technologies and solutions available for data extraction from **financial reports**
- Analysed limitations of the solutions and suggested additional features like **fraud detection** as improvement

Bloomberg Market Concepts— Online Course (Autumn 2020)

- Studied important economic indicators and **currency, bond & equity** markets
- Learned around **100** Bloomberg terminal functions which are used to analyse the past trends and forecasts

Case Study: Maruti Cars in India — Course Project (Autumn 2018)

- Analysed segmentation, targeting and positioning (**STP**), created a perceptual map of 10 Maruti Cars after market survey and studied repositioning strategies executed by Maruti in India.

Python for Data Science — Online Course (Summers 2020)

- Got hands-on training to create visualisations using **matplotlib.pyplot** and **seaborn** from csv file data in python

EXTRA CURRICULARS

Certificates	R for Data Science, Machine Learning: Python & R in Data Science, Python + SQL+Tableau
Social Work	Volunteer— Soch Sayani – Aapki Apni (a local NGO) (2019) <ul style="list-style-type: none"> Participated in an initiative – Vertical Garden- to beautify the locality Coordinator— Techfest Solar Lamp Initiative (2018) <ul style="list-style-type: none"> Helped 50+ school students to assemble solar lamp, taught importance of energy saving
Mental Math	<ul style="list-style-type: none"> Held 2nd Position in IPA Abacus National Level and 3rd Position in IPA Abacus State Level Graduated in Abacus & Mental Arithmetic completing 10 terms (2004-2009)
Miscellaneous	<ul style="list-style-type: none"> Honoured as 'Most Hardworking Student' for consistent academics in class 10 (2015) Performed in Insync Dance Show in IIT Bombay before an audience of 1500+. (2018) Hobbies- Collecting paper currency notes (40+ countries in 14 years)