

Sumedh Kumar

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EDUCATION

University of Illinois, Liautaud Business School

Master of Science in Management Information Systems (GPA 3.8 / 4)

Chicago, IL / US

Aug 2021 – May 2023

Galgotias University

Bachelor's of Technology in Computer Science Engineering (CGPA 7.54 / 10)

Greater Noida, U.P / India

Sep 2014 – May 2018

EXPERIENCE

Transweb Educational Services Pvt. Ltd.

Sr. Executive Online Marketing

Noida, U.P / India

Jul 2018 – Apr 2021

The company deals with online education globally from Grade 4 to university level and for competitive exams

- Retrieving, analyzing, and converting data into meaningful information to take future business steps and avoid the wrongs done in the past; this led to rise in revenue by 80% and decline in operational costs by 30%
- Promoted company's products online on platforms like Google, Facebook, Instagram, Pinterest, Whatsapp in the Middle East countries, Australia, India, etc; and was able to generate high profit on the ad spent
- Creating email marketing campaigns for different types of clients and email marketing strategies
- Involved in product development strategies; tablet for accessing education online
- Interacting with clients to understand the potential issues they are facing and then finding solutions for them
- Preparing dispute & chargeback cases for fake complaints on PayPal & Stripe; saved 1M+ annually for the firm
- Providing daily revenue and spent reports for online marketing; which helped in managing the ad spent
- Discovering new potential business and trying to get business from new places (countries); UK and Australia
- Received the "Employee of the Month" title thrice in April 2019, September 2019, and October 2020

INTERNSHIP

Project Intern with 4D Healthware

Chicago, Illinois / US

Aug 2021 – Dec 2021

- Understood the company's functioning & requirements
- Researched & analyzed several business sectors as well as rivals to make recommendations for future decisions & products

SNVA Ventures

Noida, U.P / India

Jan 2018 – Mar 2018

- Interned at an educational firm which provided courses for professionals
- Interacted with the clients to understand their needs and provided them the best solutions
- Got the experience of receiving & completing targets and was also involved in revenue generation strategies

PROJECT

Online Education for School Students in Australia

Aug 2020 – Mar 2021

Handled and streamlined from the scratch the processes related to Operations, Sales and Marketing of a new venture of the company (Transweb Educational Services Pvt. Ltd.) which deals with online tutoring of Australian school going students

LEADERSHIP

Transweb Educational Services Pvt. Ltd.

Sr. Executive Online Marketing

Noida, U.P / India

Jul 2018 – Apr 2021

- Finding, interviewing, selecting, and training new employees for the team through various platforms
- Collaborated with team of 6 to overachieve a sales target given; raised \$25K in 4 months through a new R&E channel
- Gave guest lecture in my bachelor's college for hiring students from there within an year of employment

SKILLS, ACTIVITIES & INTERESTS

Languages: Fluent in English and Hindi

Technical Skills: Marketing Analytics, Java, R, SQL, MS Office Suite

Certifications & Training:

- Earned Java SE8 Programming and Oracle 12C at CETPA Jul 2017
- Earned certification in Telecom at BSNL, Varanasi, U.P Aug 2016

Activities: Student Clubs, Music Club, Cricket Captain, Social Work

Interests: Data Analysis, Business Analysis, Data Mining, Machine Learning