

EXPERIENCE

LinkedIn, Gurgaon

Marketing Solutions Intern, May 2018 – July 2018

- Built a *T-Shaped Professional* model for LMS (LinkedIn Marketing Solutions) India team.
- Designed a survey and created reports using advanced excel formulas (VLOOKUP, pivot tables, IF statements).
- Presented the final analysis and insights to the Director Marketing Solutions India.
- Developed a product roadmap and wireframes for a content marketing platform.

Simplernow, Bengaluru

Cofounder, May 2017 - Dec 2017

- Founded simplernow.com a community of counselors and students seeking help over a personal phone call.
- On boarded 170+ counselors from 50+ colleges (including all IITs).
- Develop pricing strategies/ discounts/ referral offers for students and counselors.
- Designed and launched marketing campaigns and surveys with a traction of 5000+ audience through social media platforms.
- Organised Career Counselling workshops for 9-12 grade students in 4 schools across Bengaluru.

Apeejay Styra & Svrn Group – Valedra, Gurgaon

Business Research and Execution, May 2017 - June 2017

- Customer Understanding (Market Research Project) - Prepared survey questionnaire for students and parents of class nursery to 12 to calculate the education wallet share.
- Worked directly with the CEO in planning and executing the 15-day Annual Scholar Summer Camp over 7 Schools in Delhi NCR with 400+ participations and revenue of INR 4.4 Million.
- Prepared and analysed the feedback of the Summer Camp for students, parents, school teachers and private tutors.

Axis My India, Mumbai

Management Trainee - Market Research, Dec 2016

- Led a team of 3 and planned logistics under 30k budget to conduct on-field market research in Delhi-NCR region.
- Recruited and supervised the on-field training to city head and a team of surveyors on brand-led survey Trust Index.
- Optimized cost per surveys up to 16% by cutting costs on travel & stay and continuously assessing surveyors.

PROJECTS

Analysis of Factors Affecting Pumpability of Concrete, Mumbai

Guide: Prof. Prakash Nanthagopalan, Civil Engineering, IIT Bombay, Apr 2016 - May 2016

- Project aims to bridge the gap between the industrial and laboratory research. The project simulates the actual pumping phenomena and analyzed the factors affecting it.
- Analyzed the effect of lubrication layer formed in the pipe during pumping of concrete.
- Developed correlation of newly designed machine which can be used at construction site itself with the existing machines and test methods.
- Project included designing concrete and optimizing SP. During the project, different experiments were conducted for designing the concrete like specific gravity test, void ratio test, moisture.
- Designed a scaled 3D and 2D model of Pipe Flow Test machine using Solidworks and AutoCAD.

POSITIONS OF RESPONSIBILITY

- **Design Secretary-Hostel 6 IIT Bombay:** Elected by 400 residents in the Council of 2016-17; Conducted workshops and seminars to promote design as a distinguished genre; Designed logo and creatives for the hostel.
- **Competitions Coordinator-Techfest, IIT Bombay:** Led a team of 10+ volunteers from IIT Bombay and NMIMS Mumbai along with 8+ doctors in cooperation with Rotary Club for Techfest's Cured Initiative 2016 (a record 0.1 million Diabetic check-ups across 250+ camps in Mumbai in a day) for Vile Parle camp.

EDUCATION

Indian Institute of Technology, Bombay, B. Tech Civil Engineering, Final Year

- Recipient of NTS (National Talent Search) Scholarship by NCERT and Sarvotam Scholarship by SAIL

SKILLS & INTERESTS

- C++, Python, Adobe Photoshop, Illustrator, Experience Design (Xd), Premiere Pro, AutoCAD, Solidworks.
- Interested in Entrepreneurship, Lean Startup, Customer Discovery, Product Development, Market Research, A/B Testing.
- Proficiency in Design, Branding, Graphic Design, Design thinking.
- Undergone Design and Entrepreneurship Courses at IIT Bombay.