

UDAY GORAI

+91 7003767025 | udaygorai111@gmail.com | [linkedin.com/in/uday-gorai](https://www.linkedin.com/in/uday-gorai) | github.com/UdayGorai

SUMMARY

Fresher in the non-tech world with a strong motivation to learn from mentors and experts. A fast learner with the ability to quickly apply new skills in dynamic environments, eager to contribute to innovative product marketing and growth strategies.

EDUCATION

Bachelor of Technology(Computer Science and Engineering)

Vellore Institute of Technology, Bhopal, Aug 2021 - May 2025, CGPA - 8.05

Higher Secondary School Certificate, Class 12th(XII)

Kendriya Vidyalaya Command Hospital, CBSE, Alipore, Kolkata, May 2020 - June 2021, Percentage: 89.8%

Secondary School Certificate, Class 10th (X)

Kendriya Vidyalaya Command Hospital, CBSE, Alipore, Kolkata, May 2018 - May 2019, Percentage: 80.2%

SKILLS

Google Analytics, Mixpanel, Social Media Management Platforms, A/B Testing Tools, Cross-Functional Collaboration.

Languages - English, Hindi, Bengali

EXPERIENCE

Founder/Manager, University-based Clothing Brand

- Founded a university-based clothing brand, overseeing the entire product lifecycle and digital marketing efforts.
- Conducted user behavior analysis and customer segmentation to tailor engagement strategies.
- Implemented social media strategies and influencer collaborations, boosting engagement by 50%.
- Designed A/B tests and performance marketing campaigns, improving conversion rates by 30%.
- Conducted extensive market research and competitor analysis to refine brand positioning.

Event Committee Member – Bengali Club

- Collaborated with the financial team and ticket sales committee.
- To drive a 40% increase in engagement across all platforms through strategic marketing and cost-effective initiatives.

ACHIEVEMENTS & EXTRACURRICULARS

- Recognized for excellence in event management and leadership within the Bengali Club.
- Awarded for innovative digital marketing strategies during university events.
- Actively participated in cultural and extracurricular activities, contributing to community engagement and organizational success.