Mohammed Abushan

Aspiring Product Manager | Creative Problem Solver | Agile Learner | Entrepreneurial Spirit

IVB

ACADEMIC QUALIFICATIONS

Year	Course	Institute	CGPA
2024-27	UG in Entrepreneurship	Institute of Venture building	Pursuing
2024-27	BCA	SRM University	7.41 CGPA
2024	CLASS XII	Corpus Christi School (ISC)	8.11 CGPA
2022	CLASS X	Alphonsa Matriculation HSS (State Board)	8.04 CGPA

ENTREPRENEURIAL / INTERNSHIP/ WORK EXPERIENCE

SpaceKidzIndia **PR & Marketing Intern** **Sep 2024 - Dec 2024**

Brand Strategist
- Boosted STEM participation by **20%** through campaigns reaching **12000+** girls in **108** countries
- Led **five**-person marketing team creating content and brand positioning, boosting visibility and engagement
- Revamped official website **UI/UX** to boost average time from **46s -1min** on google analytics

GroSave(AgriTech Startup) **Co-Founder & Tech Contributor** **Apr 2020 - Mar 2023**

Front End & UI/UX
- Secured **₹10L funding** and won government recognition for building a sustainable food-tech MVP
- Built a full-stack landing page using HTML, CSS, JS & React, driving **100+** downloads and **300+** signups
- Led agile sprints to drive end-to-end food product lifecycle execution by leveraging **Trello** and **Jira**

ACADEMIC & CO-CURRICULAR ACHIEVEMENTS

Hackathon winner
- Ideated and pitched a sustainable EV startup within **48** hours, earning top recognition from industry experts
- Developed a scalable, market driven business model on consumer demand using real-world data
- Integrated UN SDGs **7 & 9** into the strategy, focusing on clean energy and infrastructure innovation

CHOSEN
- Crafted a research-driven, customer-centric ad script that combined storytelling with **UX** insights
- Presented strategic recommendations directly to Founder securing a **2nd** place out of **10** teams

Live Project
- Analyzed consumer behavior in a retail store, securing **2nd** place out of **8** teams at Retail Immersion challenge
- Led a Design Thinking project at Phoenix Mall by conducting user interview to identify parking pain points

Full stack development
- Built a quiz app using React.js, React Hooks and Firebase with auth, timed MCQs and front-end security features
- Deployed a website on Netlify for frontend and Render for backend deployment via GitHub
- Integrated Google's Gemini API to enable real-time AI-powered conversational support for anonymous therapy

POSITIONS OF RESPONSIBILITY

ECOVO Founder & CEO
- **Prototyped** an innovative EV charging aggregator platform to streamline access to charging infrastructure
- Drove over **15,000+** impressions and **500+** engagements within **2** months via community building
- Secured a **B2B** partnership with Indus Towers Limited by executing a successful lead generation strategy [2024]

Nimoniks Mentor
- Advised the Founder to **pivot** strategically, averting the shutdown of an EdTech startup
- Mentored **four** aspiring entrepreneurship students in creating early-stage business plans and pitch decks.
- Received mentorship from the Founder of **iCover** on foundation on technology architecture [2025]

EXTRA CURRICULAR ACHIEVEMENTS

Young Scientist India
- Conceptualized *Tinder for Jobs* an AI-powered matchmaking solution targeting Gen Z career placements
- Ranked Top **10** finalists from over **1,000+** participants in a prestigious national competition
- Awarded by the **Tamil Nadu Education Ministry** for outstanding performance in Young Scientist India [2022]

Copywriting
- Delivered freelance content scripts for influencers, boosting engagement and earning up to **₹12K**
- Secured **2nd** place in the IVB Reel Contest by creating the reel showcasing creativity and storytelling skills [2024]

NLP
- Completed Basic **Neuro-Linguistic Programming** Practitioner Certification at HindustanHR
- Demonstrated personal and professional growth through ongoing application of **NLP** techniques [2021]

Personal Branding
- Amplified social media presence by generating over **19,000+** impressions, **1,000+** connections and **10,000+** views
- Consistently created engaging storytelling content using tools like CapCut, Premiere Pro and Canva
- Scripted content reels for renowned cricketer R. Ashwin as part of the IVB Reel Competition [2025]

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Institute of Venture Building