



MAYANK GUPTA

D2C marketing | Product management

EDUCATION

Manipal Institute of technology

B. Tech 2015 - 2019

Mechanical Engineering,
Business Management (Minor)

Massachusetts Institute of Technology

Micromasters 2019 - 2020

Data, economics, and
development policy

LANGUAGES

Will debate about the
existentialism in English and
Hindi.

Can talk tech with an engineer
while also explaining to the
stakeholder how the project
would provide a great ROI.

CONTACT

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WORK EXPERIENCE

Product Consultant *Freelance*

June 2020 – Present

Have worked with founders to find product-market fit for
their startups and help scale their product offering

Co-founder *Noraa*

August 2021 - March 2022

Started a women's intimate hygiene brand sold thru
various e-commerce portals and our shopify website

Entrepreneur in Residence *India Accelerator*

June 2021 – Sept 2021

Handled growth program for over 15 startups and
worked closely with the founders on funding, market
research and product development.

Head of Marketing *Project Inkalaab*

June 2020 - September 2020

Worked with the founding team to build a media platform
and handled marketing and sponsorships

Junior Manager (Trainee) *JSW Steel*

June 2019 – July 2020

Responsible for the mechanical operations at Steel melt
shop and handled project handover during shift
change.

Research Intern *J-PAL at MIT*

Dec 2018 – March 2019

Managed the on-field surveys for the project. First-hand
experience at primary data collection. Coordinating
between the operations team (India) and the project leads
(USA).