

# ARPIT MISHRA

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## EDUCATION

### UTTARANCHAL UNIVERSITY

Dehradun, IN

*Master of Business Administration Candidate; Major in Finance; Minor in Digital Marketing*

Pursuing

- Awards: Certified by NISM (SEBI, ODR, Social Stock Exchange, Time Management, Springboard (AI),
- Leadership: Founder of Definepedia; Student Researcher on Fintech at COER under Dr. Shalini Tyagi
- Projects: Fintech Future 2024 – Researched digital banking & crypto trends

### COLLEGE OF ENGINEERING ROORKEE

Roorkee, IN

*Bachelor of Business Administration, Major in Finance*

Jul 2024

- BBA, COER School of Management; CGPA: 9.02/10; Director's List (Top 10%)
- Projects: CRM & Sales Forecasting – HP LIFE training

## EXPERIENCE

### DEFINEPEDIA (FORMALLY KNOWN AS ARPITMBA.COM)

REMOTE

**Founder & Creator**

Sep 2022 – Nov 2024

- Founded and built an online educational encyclopedia specializing in management, finance, and marketing, designed to support students and professionals.
- Implemented SEO strategies, boosting organic traffic by 9.34% within the first 6 months
- Monitored website analytics and user feedback to continuously improve user experience and content relevance.
- Researched, curated, and published over 400+ articles and learning modules ensuring accuracy, clarity, and relevance.
- Received Google AdSense approval within 4 months of launch, validating platform quality and engagement.
- Currently transitioning the platform under a new domain name – **arpitMBA.com**, where business ideas and entrepreneurial content are now being published.

### COER SCHOOL OF MANAGEMENT

Roorkee, IN

**Student Researcher**

Jan 2024 – May 2024

- Conducted in-depth research project titled “Future of Fintech in 2024” under the guidance of Dr. Shalini Tyagi, exploring trends such as digital banking, blockchain, and cryptocurrency adoption in India.
- Prepared comprehensive reports and delivered presentations to faculty and student groups, demonstrating strong analytical and communication skills.
- Evaluated the impact of fintech innovations on traditional banking and investment sectors, highlighting opportunities and challenges for Indian consumers and businesses.

### SUVIDHA FOUNDATION

Roorkee, IN

**Project Internship (Human Resource)**

June 2023 – July 2023

- Contributed to Suvidha Foundation (Suvidha Mahila Mandal), a non-profit organization dedicated to imparting education among financially challenged sections and empowering communities through various initiatives.
- Conducted research on human resource management practices to optimize volunteer coordination and staff productivity within the NGO.

## TECHNICAL SKILLS

- Microsoft Excel (Intermediate)
- Microsoft PowerPoint & Word
- Adobe Animate (Beginner)
- CRM Systems
- SEO
- WordPress
- Whiteboard Animation Tools (Intermediate)
- Social Media Management Tools

## CERTIFICATIONS

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- SEBI Investor Certification Examination – NISM (Feb 2024)
- Listing on Social Stock Exchange – NISM (Feb 2024)
- ODR Mechanism – NISM (Feb 2024)
- Human Resource Management – Suvidha Foundation (June 2023)
- CRM & Sales Forecasting – HP LIFE (Mar 2024)
- Introduction to Artificial Intelligence – Infosys Springboard (Jan 2024)
- Time Management – Coursera (Dec 2023)
- Marketing in a Digital World – University of Illinois (Jan 2024)

## OTHERS

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- Languages: Fluent in Hindi (native), English.
- Interests: Writing educational blogs, researching business models, exploring digital innovation in education.
- Blogging & Content Creation: Maintain a professional blog on business ideas and marketing insights through ArpitMBA.com

Looking forward to the opportunity to contribute.