

Atharva Parag Badkas

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EDUCATION

Indian Institute of Technology, Madras

BS in Data Science and Applications

- Served as 2x Master of Ceremonies for IITM Paradox, engaging 3000 attendees live

WORK EXPERIENCE

Innovation Manager - Indian Institute of Management, Nagpur

June 2024 - Present

- Enhanced the brand of Central India's largest incubator through strategic content creation.
- Organized 5 high-impact bootcamps and hackathons, drawing over 800 participants
- Leveraged extensive experience in academic and research-driven tech environments
- Managed report analysis for 79 startups and led a funding accelerator for 15 startups

CMS Developer - Pepper Content

September 2023 - March 2024

- Developed an end-to-end CMS, through strategic cross-team collaboration
- Boosted reach for Quick Heal and Akto.io through targeted communication strategies

CMS Developer - Narrato AI

August 2022 - June 2023

- Worked on a CMS, enhancing content operations and streamlining workflow efficiency.
- Created impactful content for X0pa AI and Wishup.co by leveraging expertise in AI

LEADERSHIP EXPERIENCE

Head of Brand & Marketing - Google Developers Group

August 2022 - June 2023

- Headed Central India's largest fest - Google Devfest 2022 drawing 1500 developers and tech
- Amplified social media and digital presence, achieving a reach of 400K during the campaign

COURSEWORK

- Adobe Content Creator: Mastered creating high-quality, engaging multimedia content.
- Google Business Intelligence: Gained proficiency in data analysis and decision-making.
- Business & Creative Writing: Developed research-driven business and creative writing
- Advanced SEO: Learned SEO strategies to enhance visibility and search engine rankings.

ACHIEVEMENTS

- Appointed as the youngest Technical Advisor for the MAVIM Project (Govt. of Maharashtra)
- Led the Idea to Impact Initiative, achieving outreach with over 1800 students
- Ranked in the top 28 out of 700 participants in Ankur Warikoo's Content Writing Contest
- Delivered keynote speeches at 15 colleges on Entrepreneurship as a Career

SKILLS

Problem-Solving | Brand Awareness | Content Creation | Digital Campaigns | Social Media Management | Event Promotion | Stakeholder Engagement | Project Management

INTERESTS

Public Speaking | Hosting Events | Community Engagement | Developing Products | Reading