SARTHAK JAIN

Summary - Experienced in Product Management, Development, Business Intelligence & Data Analysis

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PROFESSIONAL WORK EXPERIENCE

Business Technology Analyst - Developer
ZS Associates

📅 Jul 2020-Present

- Working with global pharmaceutical client to develop and deliver effective BI solutions to increase their market access capabilities.
- Developed a scalable reporting and strategy profiling solution for a leading healthcare company to get right and effective insights.
- An automated business insights generation tool which lists out the key areas where funds should be allocated.
- Implemented a well defined access control to ensure limited scope and correct usage by different level of users.

Associate Product Manager Intern
Coding Blocks

📅 Oct 2018-Feb 2020

- Managing the launch of 4 products in duration of 1 year.
- Initiating data analysis and testing of android and web apps resulting in smooth UX and 95 % bug free product.
- Lead and formulate 2 successful marketing campaigns which concluded with 74 % ROI increase along with 1500 times rise in user sign-ups.
- Begin researching on market and competitors along with gathering requirements for 4 products and analysing them.
- Expanding social media audience following and engagement on different platforms by 165 % organically.
- Organizing workshops & judging hackathons at over 15 colleges in collaboration with communities across India. Guided and motivated over 400 campus ambassadors pan India.

Web Developer Intern
All India Radio (AIR), Prasar Bharati

📅 Jun 2018-Jul 2018

- Collaboration with team members to develop a web-app to 100 % digitalize the complaint filing system for the Government quarter residents.
- Facilitate and monitor the database systems.

PROJECTS

Website sarthakj.me - HTML, CSS and JavaScript

Mobile responsive online portfolio showcasing my work experience, education, projects and achievements along with mailing service and personal payments page.

AI Text Generator - Python3 and gTTS

Markov Chain based ML model to generate song lyrics and speeches.

Birthday Wish Script - HTML and JavaScript

A simple project to wish someone birthday online in a fun way.

Space Shooter - Phaser.js, HTML, CSS and JavaScript

A very simple, yet elegant space shooter game. It is designed and developed for ultra casual players. It runs on all desktop browsers.

ACHIEVEMENTS

★ Top 50 Marketing & Advertising Leaders Award by MADCon 2019, Dubai.
★ Interned at Unilodgers to setup user journey funnel for segmented targeting. Built a dashboard to track performance of campaigns.
★ Interned at Shopnani to Evaluate insights for campaigns and managing the social media presence which elevated followers by 200 %.
★ Judge and Mentor at Hackathons - MLH LHD, HackOn 2020, IGDTUW Hacks.
★ TIMES NiE Student Of The Year 2013.

TALKS AND PRESENTATIONS

★ Google I/O Extended19 - New Technologies
★ Google Developer Group DevFest Punjab19.
★ Webinar-Top Web-Dev technologies of 2020.
★ Training and counselling of over 1000 students on professional growth in IT Industry at NIT Kurukshetra, LPU, MUJ and more.

SKILLS AND STRENGTHS

| C++, Python 3 and MySQL |
| Git and Microsoft Power Apps |
| Market & Competitor Research |
| Product Management and Growth |
| Requirements Gathering & Data Analysis |

PLATFORM KNOWLEDGE

✓ Google Analytics and Tag Manager
✓ Metabase, OneSignal and Firebase
✓ Zoho, Medium and Ghost
✓ YouTube and VdoCipher

EDUCATION

B.Tech - Computer Science and Engineering
Guru Gobind Singh Indraprastha University

📅 Aug 2016 – Aug 2020   CGPA: 7.50

Senior Secondary Education- 12th (CBSE)
Kendriya Vidyalaya sector-8 Rohini, Delhi

📅 2016   Percentage: 90.2 %

Secondary Education-10th (CBSE)
Kendriya Vidyalaya sector-8 Rohini, Delhi

📅 2014   CGPA: 10