

Contact

sakshi.13182@gmail.com

www.linkedin.com/in/sakshi-choudhary-68b597128 (LinkedIn)

Top Skills

Online Marketing

Investor Relations

Advertising

Sakshi Choudhary

Sales & Strategy | Vernacular.ai | Belong.co | BITS Pilani
Bengaluru

Experience

Vernacular.ai

Sales & Strategy

July 2020 - Present (2 months)

Bengaluru, Karnataka, India

Belong.co

1 year 3 months

UK Business - Belong Elevate

December 2019 - July 2020 (8 months)

London, England, United Kingdom

APAC Business

May 2019 - December 2019 (8 months)

Bengaluru Area, India

Conquest BITS Pilani

2 years 4 months

Chief Executive Officer

October 2018 - January 2020 (1 year 4 months)

Conquest is India's first student-run startup launchpad cum accelerator. With the goal of helping startups find the right kind of network and resources to grow exponentially, I am leading the entire team across verticals like Finances, Media, Outreach, Mentor Relations, Design, and Tech.

Marketing Executive - Media Relations

October 2017 - September 2018 (1 year)

Conquest is an international startup conclave organized by the Center for Entrepreneurial Leadership (CEL) of BITS Pilani. It is India's largest student-run startup conclave, with an aim to reinforce the spirit of entrepreneurship across the world and to take a step forward in realizing CEL's vision of revolutionizing the startup ecosystem.

- Solely handled Media Relations and drew partnerships with India's biggest Media Houses like Hindu Business Line, The Week, CNBC, Quartz, YourStory, etc.
- Managed Online Marketing and Advertising on Social Media, Event Listing Websites running multiple campaigns throughout the tenure.
- Mentor & Investor Relations with over 100 industry experts for Mentoring Sessions and Grand Finale.
- Startup Relations: Closely communicated with all startups registering with Conquest to understand and incentivize, launched Conquest Community-Community of alumni startups and mentors.

Center for Entrepreneurial Leadership, BITS Pilani

Executive Team

March 2017 - October 2019 (2 years 8 months)

Bits,Pilani

CEL is the entrepreneurship cell of India's premier Technology University - BITS Pilani.

CEL is one of the Founding members of the National Entrepreneurship Network and has been ranked in the top 5 entrepreneurship centers in India by the Wadhwani Foundation. A key organization on campus which works on spreading the spirit of entrepreneurship amongst the college youths, neighborhood locals and throughout the nation.

Oasis - BITS Pilani

Head of Department of Live Events

April 2018 - December 2018 (9 months)

- Managed Artist Relations, Prof Shows, Production, and Partnerships for India's one of the largest college fest.
- Contributed to the Financial Model, Sponsorship, Media, Accommodation, Hospitality, Participation, and Decoration.
- Led a team of thirty members in Marketing, Sales, Hospitality, and Production verticals.
- Managed a budget over 50L and raised all-time high revenues of over 35L from Sales and Integrated Marketing Campaigns.

KEC International Ltd.

Operations and Product Management

May 2018 - July 2018 (3 months)

- Worked with the TPM team of the firm to improve equipment effectiveness with an emphasis on proactive and preventative maintenance.
- Improved the performance of Supply Chain Management.

Department of Live Events, Bits Pilani

Executive Team

August 2016 - April 2018 (1 year 9 months)

Worked as Sales, Marketing and Production Head in Department of Live Events, a dedicated department working behind the scenes to make the different festivals at BITS Pilani come alive.

Organized and managed Hindi Prof Show, EDM Prof Show, Prof Sounds & Lights Production in OASIS, BOSM, and Apogee one of the biggest cultural fests in India.

Inspired Karters BAJA

Head Of Sponsorship and Controls

January 2017 - October 2017 (10 months)

A team of motoring enthusiasts from Birla Institute of Technology and Science, Pilani campus extremely dedicated to proving their mettle in an Off-roading competition like no other- BAJA SAE. The mission is simple-to design, fabricate, and validate a single seater four-wheeled off-road vehicle to take part in a series of events.

Bakait Entertainment

Marketing Associate

December 2016 - February 2017 (3 months)

New Delhi Area, India

Bakait Entertainment is a Film-Production Company.

Handled partnerships and marketing for movie screenings by the firm for over 200 colleges in the country.

Education

Birla Institute of Technology and Science, Pilani

BE (Hons.) and MSc. (Hons.) · (2016 - 2021)