

MRIDUL AGGARWAL

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20/13, Happy Cottage,
Flat No 6, Wadala,
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EDUCATION

PG Diploma in Liberal Studies	Ashoka University	2016	3.40/4 (Ongoing)
Bachelors in Business Administration	NMIMS University, Mumbai	2015	3.57/4
HSC (Science)	Ramnivas Ruia Jr. College	2011	77.2%
ICSE	Bombay Scottish School, Mahim	2009	94.6%

INTERNSHIPS AND PROJECTS

CAKEMAN | Head Chef & Founder

Jan '16 – Present

- Conceptualized a bakery in Sonipat(Haryana) that sells gourmet desserts such as cakes, cupcakes and mousse on order
- Managing the entire operations, finances, marketing activities along with academic coursework at Ashoka university
- Convening various workshops to teach peers and students the basics of baking and cooking

MICROSOFT INDIA | Harisal Smart Village, Maharashtra

Aug '15 – Present

- Conceptualizing a smart village blueprint for the 1st Smart Village in Maharashtra at Harisal for the Digital India Campaign
- Devising a plan to implement this blueprint in 50 other villages in collaboration with the Government of Maharashtra

URBANRESTRO.COM | Business Development Intern

Mar '14 – May '14

- Added 12 new clients to company's existing 75 (Restaurants/Banquets) by pitching effectively about its core services
- Generated a revenue of 20,000 INR over the 2 months (compared to an average 5,000) by doing direct sales

VIBER MEDIA INC. | Marketing Intern

Feb '14 – May '14

- Developed a marketing strategy to deliver the brand promise for both the digital and direct platforms
- Managed 8 weekly and 4 monthly campaigns and eventually increased application users by 6500 over the 3 months

OUT OF THE BOX PRODUCTIONS | Cluster Manager

Jan '14 – Mar '14

- Directed and headed 18 interns to share posts regarding plays and events on various social media platforms
- Measured the impact of social media on occupant frequency and hence saved INR 8,000 a month on marketing expenses

STAR INDIA PVT. LTD | Channel V Representative for Channel V Indiafest 2014

Oct '13 – Feb '14

- Led a team of 65 members as Project manager and devised a two-fold strategy to increase event participation & footfall
- Executed various campaigns and generated a footfall of 48,000, hence promoted to head artist and celebrity manager

FOOD & BEVERAGE EXPERIENCE

- Awarded the **Coalition Fellowship'16 in the F&B domain**: Attended various workshops by eminent chefs & restaurateurs
- Attended the Mexican cuisine workshop by head chef of Sancho's, Mumbai at Studio 15 Culinary Studio, 2014
- Attended a Certificate course in Italian cuisine at Salvatore's Food School, Naples, Italy, April-June 2013

AWARDS AND ACCOMPLISHMENTS

- Top 15% students at Ashoka University, 2016
- **Dean's List**, 2015, **Top 5%** students at NMIMS University
- Published in the Italian Newspaper 'Idee in Liberta', 2013 <http://lnkd.in/b5aSdRZ>

COMMUNITY INITIATIVES

SALVATORE QUASIMODO, NAPLES, ITALY | Head Intern: *Educhange for Food*

Apr '13 – Jun '13

- Raised awareness on **food and nutrition** among 200 teenage students by convening intensive lectures in Italian language
- Helped in getting approval for this regional project in 10 schools across Naples by working with the educational Major