

Arpit Tiwari

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EXPERIENCE

• Trident Group. Ltd.

Aug 2019 - Mar 2021

Marketing Manager

Gurugram, Haryana, India

- Growth of sales for the market (Delhi and National Capital Region) by driving resources to attain sales and profitability targets along with review of inquiries and requests for proposals (RFPs) and ensure speedy submission of bids.
- Ensuring and putting special efforts in the major initiative/ Focus Brand/ SKUs of the month owing to Customer Experience User Journeys End-to-End, and collaborating with business and IT teams for the same.
- Focus of my role also included building up key plans and marketing initiatives to engage and acquire new customers.
- While huge focus was laid on digitization of our services, major attention was given to driving brand appeal and salience through various digital marketing strategies.
- Other roles included Commercial aspects of sales stocks and over dues , ensuring improvement in distribution of key products, feedback on competition in market, review/recommend/suggest pricing depending on the value of the deal and the quantity of purchase, ensuring achievement of targeted MOM growth and YTD growth targets.

EDUCATION

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
PGP (AI&DS)	Jio Institute	9.00	2022-Present
B.Tech (CSE)	GLA University	8.49	2015-2019

INTERNSHIPS

• Compro Technologies Pvt. Ltd.

Jan 2019 - Jun 2019

Software Development Intern

New Delhi, India

- Assist with coding, analysis, design, documentation, etc. of new and existing software solutions.
- Development of new software as required by the company.
- Assist in building end-to-end solutions for our customers.
- Perform other related duties as assigned.
- Tech Stack used – XML, XSLT, JavaScript, Python, HTML/CSS.
- Tools/Platforms used – Jira, Git.

• Projector

Mar 2018 - Aug 2018

Software Development Intern

UP(West), India

- Developed an end to end system for college's Computer Society where user can view events previous, current and upcoming along with their achievements in a gamified approach.
- Implemented front end of the web app by using Node.js, databased by REDIS server, MongoDB and other web technologies such as Ajax.

ACADEMIC PROJECTS

• Web Simulation of Microsoft Suite - SIMS for Pearson

Jan. 2019 - Jun 2019

Internship Work/Undergraduate Major Project

- The project objective was to simulate Microsoft Suite Applications as a web app for Pearson which intended it to sell as part of their e-learning product. The purpose of this was to teach students about Microsoft suite and their uses which can be beneficial in their work.
- Major work was done on XML and related technologies such as XSLT, XQuery, DTD, XML DOM where one set of each training and testing paradigm of the piece of software were developed.

• Customer Churn prediction

Jul. 2018 - Sep 2018

Undergraduate Minor project

- The main commercial target of security customer churn is to monitor customer churn conditions, explore for internal loss rules of mass transaction data and give early warning about customer churn inclination.
- Tech Stack – R, Keras, rsample, yardstick, Shiny, MySQL ; Tools Used – R Studio, MySQL Server Bench

ACADEMIC PROJECTS

- **Social Mood Swing – Sentimental Analysis of Twitter Data** *Summer - 2017*
Undergraduate Minor Project
 - The aim of this project is to develop a functional classifier for accurate and automatic sentiment classification of an unknown tweet stream.
 - Tech Stack – Hadoop, Apache Flume, Hive, Apache Pig.
- **Nimantran - Web development** *Winter - 2016*
Undergraduate Minor Project
 - An online utility service where users can print invitation cards for weddings, birthdays, anniversaries etc.
 - Tech Stack – Flask, Bootstrap, Web Development tools such as HTML, CSS, JavaScript ; Tools used – Photoshop, Corel Draw

TECHNICAL SKILLS

- **Programming Languages:** Python, C++, C, R, D3, JavaScript, SQL
- **Developer Tools:** JIRA, Salesforce, Tableau, SAP, Visual Studio, VS Code, Snowflakes, Git, PyCharm
- **Data Analytics:** Statistical Modelling, Machine Learning, Predictive Analytics, Deep Learning, Data Visualisation

RESEARCH/ CERTIFICATION

- Mathematics for Machine Learning: Linear Algebra from Coursera(Imperial College London)
- Improving Communication Skills from Coursera
- Business Writing from Coursera
- Data Processing Specialist from Aspiring Minds
- Software Engineering – IT Services from Aspiring Minds

POSITIONS OF RESPONSIBILITY

- **President, Media Affairs, Outreach and Public Affairs, Senior Secondary School Student's Council** *2013-2015*
Delhi Public School, Mathura Refinery Nagar, UP(W), India
- **Executive Member, Entrepreneurship Cell** *2015-2019*
GLA University, UP(W), India

HOBBIES

- **Sports:** Cricket, Volleyball, Badminton, Basketball, Table Tennis
- **Books:** Fiction No- Fiction ; Judea Perl, Tim Ferris, Richard Bach
- **Travelling:** India - Himachal Pradesh, Maharashtra, Jammu Kashmir, Madhya Pradesh, Punjab ; Outside India - Nepal, Bhutan