

Pursuing a **Minor Degree in Management** under the Shailesh J Mehta School of Management, IIT Bombay [Present]

Scholastic Achievements

- Scored **99.84** percentile in IIT - Joint Entrance Examination (Main) among **1.11 M** candidates [2020]
- Awarded the prestigious **KVPY Fellowship** by GOI with rank in top **1.0 %** among **0.1 M** aspirants [2019]
- Acquired rank **17** in State Talent Search Exam and BITSAT score of **387** (**99.7** percentile among **0.3 M** students) [2020]

Positions of Responsibility

Campaigns Manager | Abhyuday, IIT Bombay

[Apr '22 - Present]

*Largest student-run social body in India with the vision to sensitize the youth towards their social commitment | Reach: **5 Million+***

Management	<ul style="list-style-type: none">Spearheading 600+ volunteers to execute 10+ competitions, 50+ events and 600+ campaignsStructured Fellowships program worth INR 0.5 M+ with 50 % y-o-y increment in selectionsExecuted the flagship Powai Lake Cleanup with UNICEF and L&T involving 300+ volunteers
Initiatives	<ul style="list-style-type: none">Pioneering campaigns to tap unexplored avenues like Mental Health to impact 0.2 M+ peopleRevamping the Career Counselling Campaign by adapting to an offline mode to reach 10 K+ studentsNegotiating with various NGOs and Non-profit organizations; managing a budget of INR 0.5 M

Subsystem Manager | Student Satellite Program, IIT Bombay

[Jun '21 - Apr '22]

Part of Non-Tech Subsystem of the team, responsible for the content of websites and social media pages

- Designed **2** websites, **10+** merchandise, **20+** posters for events and social media platforms of Student Satellite Team
- Composed layouts for Instagram(**1600+** followers) and blog series of Ham Radio Club enhancing userbase by **50 %**

Creatives and Media Convener | Institute Technical Council, IIT Bombay

[Jun '21 - Apr '22]

*Responsible for publicity of **50+** events to promote Technology culture among **10k+** students*

- Ideated and executed comprehensive **publicity drives** for new initiatives thus increasing the reach by **100 %**
- Coordinated with **20+** Tech-Teams and Tech-Clubs with **60+** members under ITC in aspects of media and publicity

Professional Experience

Product Management Intern | MyMuse India Pvt. Ltd

[Mar '22 - May '22]

*Awarded **Letter of Recommendation** | MyMuse is India's first sexual wellness company with **50k+** customers*

- Launched product recommendation quiz by building logic **roadmap** & optimizing funnels, helping **5k+** active users
- Conducted intensive market research, competitive analysis and performed **A/B tests** to boost sales by **60 %** M-o-M
- Built **customer personas**, developed product **OKRs** and coordinated with cross-functional team & stakeholders
- Generated monthly insights for **5** apps, managed **4+** dashboards and implemented go-to-market strategies to boost KPIs

Product and Marketing Intern | Impactional Games, Bangalore

[Aug '21 - Sep '21]

*Awarded **Letter of Recommendation** | An IT consulting and services company that builds next-gen IT & Deep-Tech products*

- Developed engaging social media presence and digital marketing techniques to increase followers by **200 %**
- Redesigned company logo, made exclusive video content, created **15+** social media posts and designed **10+** mockups

Product Management Case Study | Gainsight

[Apr '22]

*Selected among top **3** finalists | Outlined app for managing improvement requests of a social media firm | Consult Club, IIT Bombay*

- Strategised a solution to bridge the communication caveat among the CRMs and Product Managers effectively
- Determined the required analytical tools for the optimum functionality and incorporated the respective metrics

Skills and Certifications

Softwares	MS Office ,SQL, C++, C, Python, L ^A T _E X, Google Analytics, MS Clarity, Notion, Google Adwords, Shopify, Figma, Illustrator, Photoshop, Premiere Pro, After Affects, Adobe XD, Canva
Certifications	Digital Product Management - Modern Fundamentals by University Of Virginia (Coursera) Fundamentals of Digital Marketing by Google Digital Unlocked (Google Duration - 40 Hr)
Courses	Operations Management, French, Game Theory, Tech Venture Creation, Finance 101(ongoing)

Extracurricular Activities

Projects	<ul style="list-style-type: none">Constructed a Remote Controlled Plane from scratch and achieved 100+ m altitude [2021]Scrutinized 15+ research papers for General Astronomy and prepared a video report [2021]Worked on a team project of Currencies and Commodities and studied trading strategies [2021]
Leadership	<ul style="list-style-type: none">Guided a team of 4 students for 3 month long theory project on Modern Stock Trading [2022]Trained and led 20+ organisers to conduct RnD Conclave in E'Summit with 1000+ attendees [2021]Mentored 12 students in EnB Buzz Case Study Competition, from idea generation to pitching [2021]
Miscellaneous	<ul style="list-style-type: none">Completed year-long Badminton training under National Sports Organization [2021]Designed 20+ characters and stickers displayed in Vision, the design festival of IIT Bombay [2021]Successfully completed Stand Up Comedy workshop in Summer School of Cult [2020]