



Divij Goyal
Mechanical Engineering
Indian Institute of Technology Bombay

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B.Tech.
Gender: Male
DOB: 6/6/2002

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2024	

Pursuing a Minor Degree in **Management** from Shailesh J. Mehta School of Management, IIT Bombay

SCHOLASTIC ACHIEVEMENTS

- Awarded **change of branch** (given to **top 8%** of **1300+** students) owing to exemplary academic performance ['21]
- Amongst the **top 0.33%** (out of **1.15 Mn+**) in JEE Mains & **top 1.15%** students (out of **0.16 Mn+**) in JEE Adv. ['20]

POSITIONS OF RESPONSIBILITY

Core Group Member | Hospitality and Public Relations Head | 52nd Mood Indigo, IIT Bombay [Apr'22 - Present]

Asia's Largest College Cultural Festival | Net Worth: INR XX Mn | Footfall: 146,000+ | Colleges: 4000+ | Events: 240+

- Spearheading **2-tier** team of **200+** members facilitating accommodation of **xx+** students and **260+** global artists
- Negotiating deals worth **INR XX Mn+** (**xx% y-o-y** inc.) in logistics, hospitality services and nascent social sectors
- Formulating a **gamified program** with **milestone-based rewards** to build an interactive community of **45K+** students

Key Initiatives:

- Introducing **10+** interest-based channels in campus ambassador portal targeting **20% y-o-y** increase in registrations
- Spearheading a **pan-India training program** for volunteers across **4000+** colleges to assist in execution of the festival
- Piloting **digitization** of the fest to generate **high-value data** & reduce user wait time by **50%** using **QMS & RFID**
- Devising a cross promotional **influencer marketing** model to revamp conventional publicity & **generate ROI** for sponsors

Assistant Design Manager | Communication & Sponsorship Subsystem | Team SHUNYA [Mar'21 - Apr'22]

Building affordable pre-fabricated net-zero solar powered houses | Overall Budget: INR 20 Mn

- First Runner-Up** worldwide, representing **India** in attached housing division in competition organized by the **US DoE**
- Curated avant-garde social media content like posters & videos across various platforms with a **14.6K+** combined viewership

Events Coordinator | 25th Techfest, IIT Bombay [May'21 - Feb'22]

Asia's Largest Science and Technology Festival | Online Reach: 5 Mn+ | Events: 100+

- Ideated & executed Virtual Ed-Conclave for new entrants with **10+** career guidance sessions and **40K+** viewership
- Executed Online **Lecture Series** with globally renowned personalities like Viral V. Acharya, Ehud Olmert and Robert Aumann

PROFESSIONAL AND TEACHING EXPERIENCE

Marketing Intern | Aap Ka Bazar [Nov'21 - Dec'21]

*Awarded **Letter of Recommendation** from CEO for exceptional contribution | Supermarket chain | 3 Outlets in Delhi NCR*

- Increased the **online revenues** generated by **15% m-o-m** after formulating and implementing attractive schemes
- Performed extensive **secondary research** to gauge the customer preferences & **improve** stocking & merchandising

Teaching Assistant | Mechanical Engineering, IIT Bombay [Mar'22 - Jul'22]

Guide: Prof. Bhallamudi Ravi, Institute Chair Professor, Department of Mechanical Engineering, IIT Bombay

- Selected as one of the **20** UG Teaching Assistants to assist the faculty in smooth conduction of ME 119: Engineering Drawing
- Mentored **200+** first year UG students in the subject, drafted solutions & evaluated students' performance weekly

KEY PROJECTS

IPL Analysis and Winner Prediction | Course Project | C-MInDS, IIT Bombay [Oct'21- Nov'21]

- Performed **Exploratory Data Analysis** on **4 IPL datasets** to design winner prediction model using **6 key variables**
- Achieved an accuracy score of **89.15%** after comparing regression models like **DTs** and **Random Forest Classifier**

Experimental Study of Laser Cleaning | Course Project | Mechanical Engineering, IIT Bombay [Feb'22- Apr'22]

- Conducted **13** experiments to analyze the laser cleaning trends on rusted iron sample using a short pulse laser
- Varied **2 key** factors to measure the absolute & relative roughness to determine **best suited method** for cleaning

EXTRACURRICULAR ACTIVITIES

SPEAKING & LITERARY ARTS	<ul style="list-style-type: none">Won Special Mention award in UN-HRC Committee at IP University MUN with 50+ delegates ['18]Penned 10+ articles as Senior Columnist at The Woodward Journal with 10K+ viewership ['20-'22]
FINE ARTS & DESIGN	<ul style="list-style-type: none">Handled all the social media posts with 11K+ viewership for ChEA, IITB as Design Secretary ['22]Completed a year-long training in Fine Arts under the National Sports Organization ['21-'22]Participated in Kaladarshan and Vision, flagship events of fine arts and design clubs of IITB ['21]
SPORTS	<ul style="list-style-type: none">Awarded Silver medal in the Hostel 3 football tournament among 6 teams and 75+ participants ['21]Trekking Kalsubai, the highest peak of Maharashtra having an elevation of approx. 5400 feet ['21]
SOCIAL	<ul style="list-style-type: none">Volunteered for a clean-up drive in alliance with NGO 'Beach Please' and Sanya Malhotra ['21]Conducted 50+ sessions on eye donation with 15+ NGOs under social initiative - 'DRISHTI' ['21]Mentoring 40+ JEE Aspirants in an online format and an all-time reach of 26.5K+ viewers ['21-'22]
TECHNICAL	<ul style="list-style-type: none">Designed & optimized RC-Plane for stable-flight, maximizing slide time within given constraints ['21]Software: AutoCAD, SolidWorks, Microsoft Office, Adobe Languages: C/C++, HTML, Python