



Yeesha Kalal
Aerospace Engineering
Indian Institute of Technology Bombay

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B.Tech.
Gender: Female
DOB: 06-09-2000

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2023	

SCHOLASTIC ACHIEVEMENTS

- Qualified for **INMO** by ranking among the **top 35** candidates across Rajasthan in Regional Maths Olympiad ('17)
- Achieved **10th** position across the state in **STSE** (State Talent Search Examination), Rajasthan region ('16)
- Secured **AIR 34** in Technothlon, the annual international **mental aptitude** championship by IIT Guwahati ('17)

POSITIONS OF RESPONSIBILITY

Media & Marketing Manager, Techfest

(Apr '21 - Present)

Core team member for **25th** edition of Asia's Largest Sci-Tech Festival | Budget: **INR 33 Million+** | Footfall: **1,75,000+**

Leadership	<ul style="list-style-type: none">• Leading a 2-tier team of 150+ students to procure sponsorship, execute events & foster press relations• Corresponding with media houses like BBC, TOI, 104.8FM & NDTV as Techfest's official spokesperson
Management	<ul style="list-style-type: none">• Procured sponsorship of INR 2M+ cash from leading tech giants & of kinds worth INR 6M+ till date• Capitalised on the 3D Virtual Platform to integrate avenues of dynamic branding for the sponsors• Orchestrating 3 International Summits Industry, Media & Fintech Summit Target: 400+ Corporates
Initiatives	<ul style="list-style-type: none">• Spearheading the first-ever Virtual Education Fair, targeting 100+ universities & 3500+ students globally• Collaborating with 15+ NGOs to raise Eye donation awareness, aiming for 120+ sessions & 2.5k+ pledges• Formulating Breast cancer prevention awareness initiative Target: 150+ colleges 10+ NGOs 30+ experts

Convenor, Consult Club | Undergraduate Academic Council, IIT Bombay

(May '20 - Apr '21)

Part of the 3-member team representing the interests of 4500+ students in domains of Consulting & Management

- Instituted the campus Pro-Bono **Consulting Core Group** after analysing **10+** models of 180DC & ShARE PAN India
- Pioneered a **Case group** mapping platform & 9-day long **Product Management Consilium** followed by a Product GC
- Mentored **20+** students in 1st edition of the club's **Marketing & Ad-making** competition in collaboration with film-club

PROFESSIONAL EXPERIENCE

Co-founder, Nyus | Entrepreneurial Venture | App providing trending news as memes

(Aug '20 - Present)

- Raised **INR 0.2 Million** through grant by selection under Desai Sethi School of Entrepreneurship **IDEAS Program**
- Achieved **13000+** downloads on Play Store in the first **8 months**; recruited & led **5** interns in digital marketing

Junior Aerodynamics Engineer, Hyperloop | ITC | Student technical team, IIT Bombay

(Nov '20 - Present)

- Part of a **50-member** team developing a working prototype pod for **SpaceX's** HPC & European Hyperloop Week
- Optimised the design of the shell (HAACK series, Hill Type) by performing simulations using CFD tool **Ansys Fluent**
- Constructed the **2D** and **3D** structures of the aerodynamic shell under different constraints using **CATIA** software

Content Writer, SaltSnap | Internship | Tech & lifestyle e-magazine

(Dec '20 - Feb '21)

- Composed **20+** media articles for the company website covering trending topics and using **SEO** tools to boost the same

KEY PROJECTS AND CASE COMPETITIONS

Institute Winner - Samsung E.D.G.E. | Case Study Challenge with 700+ teams

(Oct '20)

- Ranked **1st** among **40** IITB teams; only **2nd** year students in the zonals with teams from **20+** premier Indian institutions
- Innovated **3** B2C e-commerce strategies for the **purchase journey** of the Gen Z customer-segment amidst the pandemic

Innovation for Elderly | Course Project | Industrial Design Centre

(Aug '20 - Nov '20)

- Coordinated a team of **3** to develop a working **prototype**; Positive feedback from **7** primary users & **20+** stake holders
- Conducted a survey with **130+** users to categorize the everyday issues that elderly women face in regard to clothing

Rocket & Ascent Mission Design | Course Project | Aerospace Department

(Feb '21 - Apr '21)

- Designed launch vehicle & ascent profile for insertion of **PSLV-XL, Mars Orbiter Mission** in inter-planetary trajectory
- Implemented Optimal Sizing methodology on mission; Solved iterative equations & plotted trajectory using **MATLAB**

Gas Turbine Engine Analysis | Course Project | Aerospace Department

(Nov '20 - Dec '20)

- Documented & analysed data on **Rolls Royce Trent 900** to understand efficiency optimisation in real-world conditions

EXTRACURRICULARS

Speaking Skills	<ul style="list-style-type: none">• Debating - Participated in IIT Bombay Asians Pro-Am (in the Novice category) ('20)• Hosted a lecture by Dr.Lalithambika, ISRO & moderated several panel talks with 1k+ audience ('20)
Languages	<ul style="list-style-type: none">• Built e-community German@IITB under the IR office, with 400+ members till date ('20)
Sports	<ul style="list-style-type: none">• Won a gold medal in Shotput U-14 category at district level among 60+ participants ('13)
Others	<ul style="list-style-type: none">• Hobbies - Completed a trek to Kalsubai & member of institute's first ever Acapella group ('20)• Social - Executed workshops in Social Initiative HEAL 15K+ people 100+ colleges ('20)• Certified in basics of Stock Market, Product Management, Marketing Management & Consulting courses ('20)