Khushi Gosalia

Aerospace Engineering

Indian Institute of Technology, Bombay

190010037

B.Tech.

Gender: Female

DOB: 15-05-2001

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

PROFESSIONAL EXPERIENCE

Vedantu | Team New Initiatives | Assistant Program Manager   [May'21 - Jul'21]

Partnered in framing & testing 0 to 1 ideas to create business impact by instituting Tatva 3.0 – a next generation learning solution
- Formulated a comprehensive **sales strategy** to retarget **8k+** dead leads using a landing page thereby diversify revenue streams
- Presented **7** design parameters for **Augmented Reality** Markers & developed the flow of the new AR App; **50k+** potential users
- Employed **content gamification** methods in the new book aiming to boost engagement & charted a guide for its **100 test users**

Mountain Dew, PepsiCo India | Marketing Intern   [Dec'20 - Feb'21]

Received an LoR from the Category Director (Mountain Dew & Sting) for exceptional contribution in 2 different ongoing projects
- Curated a marketing plan with the brand team for the **product launch** of Dew Ice in the Indian CSD market worth **13k Mn USD**
- Studied **brand extensions** and the **mental & physical availability model** to assess the barriers in undertaking a product launch
- Explored potential **gaming partnerships** for Mountain Dew by evaluating **220+ customer** responses on current gaming trends

HEALTHEEMIND | Founding Member and CEO   [Nov'20 - Present]

Executed a go-to-market strategy to introduce the boutique concept of Professional Mentoring | Acquired the first 2 customers
- Delivered **7 sales pitch** webinars to **225+** people and created content for YouTube, Website & LinkedIn, gaining traction of **3k+**
- Coordinated with **40+** universities to hire & head a team of **20** sales interns alongside training them in the art of **concept selling**

POSITIONS OF RESPONSIBILITY

Cabinet Head | English Learning Program | Student Mentorship Program, IIT Bombay   [Mar'21 - Present]

Part of a 10-person Cabinet, impacting 5k+ | Directing 40+ TAs over 3 editions of the English Language Improvement Training (ELIT)
- Envisioned & executed **Demystifying Interview**: a **5-week** communication bootcamp for all internship aspirants benefitting **1k+**
- Revamped **outreach channels** for ELIT by expressly targeting PGs leading to a **50% YoY increment** in registration, reaching **650+**
- Collaborating with the **Gender Cell** to map a practicable plan for a **7-week** gender sensitization program for **1.3k+** UG entrants

Sports Convener | Institute Sports Council, IIT Bombay   [May'20 - Mar'21]

Part of a 3-tier sports council, catering to 10k+ students | Selected from 150+ applicants in the 2-member journalism core team
- Launched the **Freshmen Newsletter** & renewed the social media releases with a reach of **14k+**, increasing the followers by **50%**

Cultural Councilor | Hostel 15 | Institute Cultural Council, IIT Bombay   [Sep'19 - May'20]

Elected by 1k+ hostelers as the ICC representative | Led a team of 7 secretaries | Total budget: INR 425k | Contrived 35+ events
- Accentuated the H15 culturals General Championship participation by **30%** leading to a **59% YoY increment** in the overall tally
- Pioneered the participation of & led the **first-ever all-freshers** team to Goonj'19 (Music GC) & **all-girls** team to Music Arcade'20

MENTORING AND TEACHING EXPERIENCE

Student Mentor | Department Academic Mentorship Program, IIT Bombay   [Mar'21 - Present]

Selected out of 30+ applicants after rigorous interviews and peer reviews | Member of the 7-person "Sophie Talk Sessions" team
- Mentoring **4** sophomores to ensure their holistic development; appointed for a **cross-mentoring** pilot project, guiding **8** others

Teaching Assistant (TA) | Biosciences and Bioengineering Department | English Learning Program (ELP) | IIT Bombay
- BB101: Chosen from **150+** applicants for delivering 14 tutorial sessions & conducting quizzes for **80 UG freshmen** [May - Jun'21]
- ELP: Re-engineered the **communication module**, helping **250+** from varied vernaculars; conducted over **18** classes [Feb'20 - '21]

KEY PROJECTS AND TRAININGS

ShARE, IIT Bombay | Senior Member | Developing SMEs as Sustainable Companies   [Sep'20 - Present]

Global Leadership Program with 2500+ students from over 100 top universities across 44 countries | Selected from 140 applicants
- Underwent **4 months** of extensive training on analytics, problem-solving & effective communication from ex-**MBB** consultants
- Proposed a **4-point** actionable **growth acceleration solution** for SMEs in India by analyzing current policies and growth barriers

Deutsche Bank Center, Manch 3.0 | Data Extraction Automation | *Guide: Mr Yogendar Khairari*   [Sep'19 - May'20]

Selected from 500+ applicants for a 6-month long training program on corporate skills | 2nd among 14+ teams in the final project
- Identified & evaluated ways to improve **financial spreading** technologies; completed **20** hours of training on **corporate finance**

EXTRA-CURRICULAR ACTIVITIES

Sports	• Member of the institute basketball team to the 54th **Inter IIT Sports Meet** organized at IIT Kharagpur'19 • **1st**: Intra-contingent fitness championship'20 (**43** girls) | **1st**: Girls KhoKho GC'20 | **4th**: Crossy GC'19 (**55 girls**)
Oratory Skills	• **3rd**: MUN Arcade IITB'19 competing against **50+** participants | **1st**: NCC Debate GC'19, **12** participants, IITB • Delegate: **5+** MUNs; won **High Commendation**-3 | **Best Speaker**: Inter-school Mock Parliament'17 from **70+**
Social	• Mentor: **SAATHI**, LGBTQIA+ support group, IITB | Member: **Democracy Talks**, Swedish Consulate General'20
Miscellaneous	• **2nd** All India: CNBC TV18, NSE Funancial Quest'16 (**INR 50k**) | **3rd**: Hult Prize'20 (On Campus) - **Food for Good** • Beginner level proficiency in **French** (3 years training in school) and **German** (self-learning lockdown project)

Scholastic achievements and extracurricular activities are not verified by the Placement Cell