

Aditya Bhandari

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EDUCATION

- MMgmt: Master of Management** 2021
Haskayne School of Business, University of Calgary
- Bachelor of Technology, Computer Science Engg.** 2019
Ambedkar Institute of Advanced Communication Technologies and Research, Delhi, India
- **4.0 GPA in 2 most recent years**
- Diploma, Mechanical Engineering** 2016
Pusa Institute of Technology, Delhi, India
- **4.0 GPA**

PROFESSIONAL EXPERIENCE

Lions Empire Sports Club, Delhi 2016-2020
Manager

- Assumed ownership of the marketing strategy and execution to popularize a newly founded Arm-Wrestling professional sports club and worked directly with the founder to capture a new market.
- Conceptualized and hosted events to help popularize and to attract viewers, developed a bi-annual "SuperMatches" series which draws over 200 audiences on avg. and the mega event - Lions Empire Classic which had over 150 athletes from all over India.
- Communicated and collaborated with the official Indian Arm-wrestling Federation (IAF) and the World Arm-wrestling League (WAL) to gain hallmark of trust for the athletes.
- Collaborated with renowned long-standing WAL champion Devon Larratt and the most renowned female arm-wrestler Snizhana Babaieva to promote and facilitate our events as the referees.
- Developed promotional videos using free-to-use editing tools such as iMovie.
- Partnered with local fitness equipment brands to cross-promote and generate income.
- Created itinerary for athletes of the club for national and international tournaments.
- Oversaw and optimised cash-flow and sales of merchandise.
- Developed Public Relations and made contacts with leading brands of health and fitness industry to bring sponsorships for events.
- Curated digital Marketing strategy and developed website for e-commerce and brand publicity; gained an Instagram following of over 12,300 within a year of account creation.
- Led and motivated team and participated in States and National tournaments.
- Added value to the club and the sport and provided athletes with financial incentives to play.

International Health Sports & Fitness Festival, Mumbai, India July 2019
Intern (Event Management)

- Supervised more than 200 production labourers and more than 20 labour's contractors and paced the stalls and stage production process to meet a 2-day production deadline.
- Communicated with more than 30 stall caretakers about regulations to comply with and billed for various services & utilities such as electricity on users' consumption basis.
- Engaged more than 480 athletes and briefed about show schedule, individually and collectively.
- Detailed stage line-ups and informed athletes about event timings of respective category(s).
- Oversaw hospitality of delegates and guests.

- Led a team of 24 students who developed and executed a TEDx event within 8 months.
- Developed overall event plan and budgeted event in strict budget constraints.
- Built contact with a local professional Host to MC event on a pro-bono basis.
- Restructured the teams, mediated between team leaders, and led a team of 24 students.
- Detected a breach and co-created TEDx conference website and added the payment gateway for online sales.
- Raised investment through networking and reaching out to prospective sponsors, vendors and buyers.
- Increased social media outreach organically and via targeted ads contributing to growth in ticket sales.
- Created a positive team environment by settling disputes among members and thus made team more productive.

Quality Business Systems, Delhi
Summer Intern (Computer Science Engineering)

July 2018

- Job-shadowed software sales and installation team.
- Introduced and familiarized internal non-technical staff with alternate software tools to execute their regular tasks more efficiently.
- Forecasted and identified customers' future requirements, for future revisions of the software.
- Procured delivery reports, feedback and collected billables.

EXTRA-CURRICULAR AND SPORTS AWARDS

- Won **Gold** and **Silver Medals** in 16th Delhi-State-Arm-Wrestling Championship. March 2017
- Won **Bronze** in **Delhi State Amateur Tug-of-war** (state level). 2010
- Won **Silver medal** in University's 14th Sports Meet. 2016
- Participated in **NCC National Games Shot-put**. 2013
- Won **Gold** and **Silver medals** 41st **National Arm-wrestling Championship**. 2017
- Led a platoon of 20 cadets as **Sergeant** during camps and drills in NCC. 2013-2016
- Volunteered to organize free **physiotherapy camp** on **World Physiotherapy Day** 2018

OBJECTIVES

- Start a career in a challenging and dynamic job that has plenty of room for growth and learning.
- Lead a huge organisation to work at a near-ideal efficiency.
- Create and deploy technologically advanced and sustainable plans to reduce and/or compensate for the high carbon footprints of corporations.
- Start a venture to employ non-skilled workers who have lost jobs due to technological advancements.