



Ayush Harsh

MBA | 2023-25

ACADEMIC QUALIFICATIONS

Year	Qualification	Institute	% / CGPA
2023-25	MBA	Indian Institute of Management Rohtak	44.79%
2019-22	B.Sc (Transportation Tech)	National Rail and Transportation Institute, Vadodara	71.40 %
2017-2018	Class XII (CBSE)	Delhi Public School, Patna	88.00 %
2015-16	Class X (ICSE)	Delhi Public School, Patna	93.10 %

INTERNSHIP

Shapoorji Pallonji	Sales and marketing intern	Apr'24 – Jun'24
<ul style="list-style-type: none">• Analyzed 15+ competitors, leading the implementation of pricing strategies to boost product launch & increase market absorption• Spearheaded market research in 2 regions, calculating PSF based on 3 criteria, resulting in an increase in lead conversion for GTM• Compiled & leveraged critical data on 30+ projects from over 15 leading developers, enhancing the sales team effectiveness		
SportsZion	Content Writer Intern	Apr'23 – Jun'23
<ul style="list-style-type: none">• Responded to audience comments and inquires with an average monthly footfall of 250-280 to improve page views by 15%• Published 5 SEO optimized articles daily to organically increase unique visitors by 27% and achieve higher ranking in SERP• Increased click-through-rates & blog homepage visits by 19% & 12% respectively through creating & sharing viral sports content		
Triplou	Digital Marketing Intern	Apr'23 – Jun'23
<ul style="list-style-type: none">• Conducted market research and competitor benchmarking leading to 37% increase in user conversion by identifying gaps• Implemented content calendars & schedules, ensuring timely delivery & publication of content to increase user engagement by 16%• Collaborated with graphics designers and media professionals to implement infographics leading to 19% decrease in bounce rate• Increased CTR and page views by 23% and 29% by analyzing market trends, drafted user personas to develop travel packages		
Nagpur Metro	Operations Intern	Jul'21 – Sep'21
<ul style="list-style-type: none">• Analyzed 4 processes & learnt the function of Operations Control Centre to achieve maximum efficiency in operating the metro• Spearheaded meeting and brainstorming sessions to enhance customer satisfaction through installing bookshops and eateries• Delivered detailed project report to OCC, Finance, and Rolling Stock department head while supervising a team of 4		

INDUSTRIAL LIVE PROJECT

Digital Marketing Intern, CXO India	<ul style="list-style-type: none">• Identified gaps and increased lead generation by 18%, increasing visibility of the brand• Aided in organizing a panel discussion involving 35+ CXOs from leading tech companies• Enhanced website navigation through UX changes, leading to 20% decrease in bounce rate	2024
-------------------------------------	--	------

ACADEMIC PROJECTS

National Rail and Transportation Institute, Vadodara	<ul style="list-style-type: none">• Conducted survey across 100+ participants to understand their mgmt. of household waste• Discovered 89.1% of the participants were ready to segregate waste for an avg of Rs 10/Kg• Projected revenue of Rs 54,000/household/year & reduce waste management by 3.4%	2022
--	---	------

POSITIONS OF RESPONSIBILITY

President, NRTI Sports Committee	<ul style="list-style-type: none">• Executed 6 sporting events with a footfall of 450+ students while leading a team of 12• Organized auction of 250 students with 8 teams for annual sports festival at NRTI	2022
Captain, NRTI Football Team	<ul style="list-style-type: none">• Aided in selection of 22 players out of 150 participants in official college football team• Led 7 players to secure first position in intra-college football tournament held at NRTI• Secured first position out of 11 teams in annual sports college festival held at NRTI	2022
Prefectorial Head, DPS Patna	<ul style="list-style-type: none">• Supervised and managed 24 events with an average footfall of 600+ students• Represented Delhi Public School, Patna in 4 inter-college debates and sporting events	2018

ACHIEVEMENTS & EXTRA-CURRICULARS

Achievements	<ul style="list-style-type: none">• Secured 1st Position out of 70 participants in Model United Nations Debate at NRTI• Secured 3rd Position in Eastern Region in National Financial Literacy Assessment Test	2022 2018
Competitions	<ul style="list-style-type: none">• Secured 1st Position out of 15 teams in College E-Sports Call of Duty Tournament• Participated in Gujarat Inter-District Football Tournament with a total of 36 teams	2022 2019
Certifications	<ul style="list-style-type: none">• Completed certification on E-Commerce Marketing gaining insights into Amazon Ads• Completed certifications on Python, Data Sciences, Microeconomics on Coursera	2023 2021
Others	<ul style="list-style-type: none">• Organized TedX talks for 500 students at National Rail and Transportation Institute• Organized Blood Donation Campaign for 300 students to collect 141 liters of blood• Volunteered to deliver essentials & medicines to 400+ senior citizens during COVID	2022 2022 2020

