

KARTIK SHARMA

Master in Management at Technical University of Munich



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Indian

PROFESSIONAL EXPERIENCE

Automotive Content Writer CarHP, Collegedunia Pvt. Ltd.

- Gurugram, India 10/2022 - 09/2023
- Developed and shaped creative content strategies, created SEO-optimized automotive content, contributing to a 725% increase in organic traffic (from 200K to 1.65M monthly visits).
 - Maintained website performance data, monitored key performance indicators (KPIs), leveraging Excel skills to track and analyze trends, ensuring data-driven content strategy.
 - Conducted in-depth market analyses and maintained competitive performance metrics to identify emerging consumer trends and deliver strategic insights for market advantage.

Design Engineer Dukane

- Chennai, India 09/2021 - 08/2022
- Led the development of Dukane's flagship NRG Laser Welding Machines, collaborating with international teams in Illinois, USA, and Bielefeld, Germany.
 - Collaborated with the finance team and the chairman to develop and implement strategic initiatives that enhanced Dukane India's global sales performance.
 - Utilised PTC Creo for 3D modelling and prototyping, maintained standardised design data on Windchill, ensuring version control and seamless integration across engineering teams.
 - Worked closely with cross-functional teams, including R&D, production, and sales, to develop and present solutions tailored to client specifications.

Design Engineering Intern Dukane

- Chennai, India 03/2021 - 08/2021
- Assisted in the design and development of thermoplastic welding machines, gaining hands-on experience in mechanical design and prototyping.
 - Utilized PTC Creo to create 3D models and technical drawings, supporting the engineering team in prototype development.
 - Gained exposure to problem-solving techniques, supporting the engineering team in resolving design challenges.

Online Relations and Marketing Executive Dukane

- New Delhi, India 09/2020 - 02/2021
- Managed online brand relations, ensuring strong engagement with consumers, influencers, and digital communities.
 - Monitored and analyzed key performance indicators (KPIs) for online campaigns, leveraging skills in MS Office tools like Excel, and Google Analytics to track performance and optimize marketing strategies.
 - Developed and executed data-driven digital marketing campaigns, enhancing brand visibility and consumer engagement.
 - Collaborated with cross-functional teams, including content creation, prepared social media posts, and advertising, to align marketing efforts with brand objectives.

EDUCATION

Technical University of Munich Master in Management

- Heilbronn, Germany 10/2023 - Ongoing GPA: 2.1
- Curriculum includes Strategic Management, Economics, Financial Accounting, Cost Accounting, Supply Chain Management, Investment Management, Production Planning, Marketing, Business Law, etc.

SRM Institute of Science and Technology Bachelor of Technology: Automobile Engineering

- Chennai, India 07/2016 - 05/2020
- Curriculum included essentials in Automotive studies, Advanced Calculus, Probability and Statistics, Numerical Methods, Manufacturing Techniques, Product Design, etc.

PROJECTS

Trading Strategies and Implementation in Bloomberg's Global Trading Challenge 2024

- Heilbronn, Germany 10/2024 - 11/2024
- Developed and executed diversified investment strategies. Utilized technical analysis concepts like MPT and CAPM to optimize portfolio performance in a simulated trading environment.
 - Ranked 1st in Germany, achieving an absolute return of \$121,597 on a \$1,000,000 investment in 6 weeks.

High-Efficiency Vehicle Prototype Bachelor of Technology: Automobile Engineering

- Chennai, India 06/2017 - 05/2020
- Designed and fabricated IC prototypes aimed at achieving high fuel mileage, working as Powertrain Department Lead.
 - Improved team ranking to 2nd place in Shell-Eco Marathon India, and achieved the Communication Award in the 2019 season of Shell Eco Marathon.

OTHER COURSES

- Bloomberg Market Concepts Bloomberg
- Excel Skills for Business Macquarie University
- Understanding Financial Markets UBS & Univ. of Geneva
- DCF Valuation 365 Financial Analyst
- Effective Business Presentations PwC
- Salesforce Basics Univ. of California

SKILLS

Digital Skills

Sharepoint ; Power BI ; CRM ; Fundamentals of Python ;
Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
Bloomberg Terminal ; SQL

Language Skills

English : Native
German : Basic