

# KRUTAGNA TANDEL

MBA-IEV STUDENT



6359258842



krutagnat@gmail.com



Ahmedabad

## About Me

As an MBA candidate specializing in Innovation, Entrepreneurship, and Venture Development, I'm driven by a passion to transform the startup ecosystem. I thrive on fostering innovation and business growth, with a vision to redefine how entrepreneurial professionals shape industries. My mission is to pioneer solutions that fuel startup success and drive impactful change in the business landscape. I am actively seeking opportunities to leverage my dynamic skill set, leading ventures toward sustainable growth and long-term success.

## Experience

### Think & Learn Pvt. Ltd.-BYJU'S (March 2023 - August 2023)

Business Development Associate (BDA)

Collaborated with cross-functional teams to drive sales and expand customer acquisition. Successfully engaged with clients, delivering personalized solutions, and consistently exceeded targets. Gained deep insights into EdTech business strategies, while enhancing communication, negotiations, and lead conversion skills.

- Consistently achieved 120%+ sales targets.
- Recognized as a top performer in customer engagement and revenue generation.

### Red & White Education Pvt. Ltd. (January 2024 - June 2024)

Branch Accountant

- Managed the company's bank accounts and oversaw income and expense tracking, ensuring accurate financial management.
- Maintained and organized invoice files, taxation records, and key financial documents for audit readiness.
- Handled admissions processes, fee collections, document verification, data entry, and Tally entries to ensure smooth financial operations.

## Education

2024-26 MBA (IEV)	Graduate school of management studies, Ahmedabad	Pursuing
2019-22 B.COM (Marketing)	The Maharaja Sayajirao University of Baroda, Vadodara	59.00%
2017-18 HSC	Sheth Hiralal Chhotatal Parekh Navsari, High-school, Navsari	69.60%
2015-16 SSC	Sheth Hiralal Chhotatal Parekh Navsari, High-school, Navsari	71.33%

## Academic Projects

### Capstone Project

- Conducting primary research on "The Role of Startups in Driving Innovation and Economic Growth."
- The project explores how startups contribute to the development of new technologies and create job opportunities.
- The research aims to conclude how startups influence industry trends, and how they can act as catalysts for long-term Economic growth and innovation.

### Marketing Research Project

- Broadly analyzed market trends, customer preferences, and factors that influence marketing effectiveness for startups.
- Explored how data-driven marketing decisions can drive customer acquisition and retention in the competitive startup landscape.

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## Activities

- Completed a 4-year self-education course on holistic character development: "The Philosophy, Art, and Science of Living, Loving, and Learning"
  - Business Communication skills Program from Internshala
  - Digital Marketing Course from Google
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## Skills

- Team Leadership
- Creativity
- Problem Solving
- Empathy
- MS Office
- Communication
- Project management
- Time management