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M.KARTHIK KUMAR

Final Year Student, B.Tech EE, IIT Patna

INTERNSHIPS

rapidBizApps [Hyderabad, India]

Business Development Intern

 MAY-JULY'15

Campaign Management

- ◆ Drafted and executed cold email campaigns to reach out to prospects.
- ◆ Analysed the campaign effectiveness and made reports for the same, taking into account, the open rates and reply rates.
- ◆ Experimented contacting prospects through LinkedIn campaign and found it to be more efficient compared to cold email campaigns.

Content Development

- ◆ Designed a website using Weebly for rapidSweeps which is an enterprise mobility application for electrical contractors.
- ◆ Formulated social media calendar in the prospect of building awareness among the target audience for rapidBizApps.
- ◆ Designed image content to ensure brand presence of rapidBizApps across social media.

Navanidhi Electronics [Hyderabad, India]

In Plant Training

 MAY-JULY'14

- ◆ Formulated a detailed analysis on Power amplifiers and L-Band Digitally Tunable filters.
- ◆ Researched the applications of Power Amplifiers as Signal Jammers.
- ◆ Experimented GSM Signal Jammers at a local level pertaining to the campus.

EDUCATION

B.Tech ELECTRICAL ENGINEERING

2012 - 2016*
IIT Patna

10th/+2

2010 - 2012
MVM SSS Chennai

PROFESSIONAL SKILLS

BUSINESS DEVELOPMENT TOOLS

- ◆ Zoho CRM, Salesforce (Data.com), Sidekick, LinkedIn, YesWare, LinkedIn Sales Navigator, GotoMeeting.

SOFTWARE

- ◆ C/C++, Java, PLC programing, Photoshop, SQL, HTML, OpenCV, VerilogHDL, PSpice, MATLAB, Xilinx ISE, AutoCAD, PCB design tools.

OTHER SKILLS

- ◆ Business Development, Communication, Presentation, Negotiation, Content Development, Badminton, Gaming.



PROJECTS UNDERTAKEN

Multiple Object Tracking JAN'15-PRESENT

Mentor: Dr. Mahesh Kumar Kolekar

- ◆ Working on real time tracking of objects and activities through surveillance cameras. Detected and removed the shadows of the objects for effective tracking.

Lumen segmentation

Mentor: Dr. Mahesh Kumar Kolekar

- ◆ Detection of Abdominal Aortic Aneurism using Digital Signal Processing on a set of dicom images Segmentation and analysis of dicom image to find bulging of abdominal aorta

SAE NIS Efficycle

Mentor: Dr. Akhilendra Singh

- ◆ Designed the power transmission of a motor-powered three wheeled trike, designed as a part of the virtual round of SAENIS Efficycle 2013.



POSITIONS OF RESPONSIBILITY

Events Manager, Entrepreneurship Club, IIT Patna

- ◆ Headed a team of Task Managers to effectively coordinate and organize the Club activities.
- ◆ Responsible for planning the budget for year long events and activities of the Entrepreneurship Club.
- ◆ Organized the Patna Chapter of the Entrepreneurship Drive at IIT Patna in association with IIT Kharagpur
- ◆ Responsible for organizing Entrepreneurs Week'15, the flagship event of Entrepreneurship Club, IIT Patna.
- ◆ The event saw competitions, workshops and late night lectures from reknowned Business Professionals.

Sponsorship Coordinator, Anwesha'15, IIT Patna

- ◆ Headed the Sponsorship committee of Anwesha, consisting of 4 Sub Coordinators and 40 representatives.
- ◆ Anwesha, which is one of east India's biggest student organized festivals witnessed a footfall of more than 7000 from diverse institutions across the country.
- ◆ Drafted proposals and MOUs for association of Anwesha'15 with its partners.
- ◆ Responsible for raising sponsorship budget, estimating expenses and ensuring proper branding to the associated sponsors.
- ◆ Successfully acquired and managed sponsorship amount worth INR 2.7 million, increasing revenue compared to the previous edition of the festival.
- ◆ Held responsible for all points of communication between Anwesha and different Media Houses.