

ARJUN MENON

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EDUCATION

Henley Business School, University of Reading | Reading, United Kingdom **Sept. 2022 – Current**
BSc, Business Management – Final Year **Expected Grade: 2:1**

Key Modules: Developing Personal Leadership; Business Data Analytics; Management Accounting; Marketing Essentials; Information Systems and Digital Business; The Dark Side of Marketing; Institutions and Emerging Firms; Ways of thinking about Business; Markets, Marketing and Management; Accounting for Managers: Business Strategy and Operations; Data Analytics; Organisational Behaviour and Human Resources Management; Developing Professional Excellence; Strategy and International Business; Optimising Marketing Performance; and Social Responsibility in Action.

- Student Ambassador

Singapore International School | Mumbai, India **Jun. 2020 – Jun. 2022**
IB College – Business Management and Economics **IB Diploma – 28/45 points**

Key Subjects: Business Management, Economics, Mathematics, Physics, English, and Spanish.

- Extended Essay (Mathematics) – ‘How is mathematics present in the Nash Equilibrium’.
- Theory of Knowledge (TOK) – Essay and Presentation on the nature of knowledge and how we know what we claim to know – on the prompts given by IB.
- CAS – Creativity, Activity and Service.
- International Award for Young People (IAYP) – Completed a 5 week youth development program.

Victorious Kids Educares | Pune, India **May 2015 – May 2020**
IB College – Business Management and Economics **IB Middle Year Programme – 47/56 Points**

Key Subjects: Chemistry, English, Hindi, Individuals and Societies, Mathematics, Physics, Product Design, and Interdisciplinary Learning.

- Personal project using a Convolutional Neural Network on dog breed identification.
- Product design project – designed a children’s playground equipment from waste products.

WORK EXPERIENCE

Student Ambassador | University of Reading, Reading, United Kingdom **Oct. 2022 – Current**

- Serving as a dedicated student ambassador, representing the university and fostering a sense of community by organising and participating in campus events, tours, and orientations.
- Enhanced my leadership and communication abilities through active participation as a Student Ambassador.

Social Media Marketing Intern | Paragon Digital Services (Dentsu), Chennai, India **Jul. 2020 – Jul. 2020**

- Learned more about Marketing and Advertising as a whole and Social Media Marketing.
- Implemented SMM tools like Google Adsense, Facebook Business Manager and Instagram Insights during the course of this Internship.
- Gained insights into the varying roles and significance of different Business Managers.

VOLUNTARY EXPERIENCES

Researcher | Sanitation and Hygiene Awareness/Research Project (SHARP), Mumbai, India **Feb. 2021 – May 2022**

- Acted as an integral part of the Research Team for SHARP, researching articles and information for blogs created by other SHARP members.
- Created 4 Blogs on the topic of Hygiene that were published on SHARP’s Website.
- Facilitated the SHARP Drive – Donating Clothes and Books to villages in need.

Co-Head of Research | A Will To Live (AWTL), Mumbai, India **Aug. 2020 – May 2022**

- Managed the Research Team for AWTL and acted as Head of the Leaders of the Research Team.
- Co-ordinated with senior management in recruiting people for the Research Team.
- Promoted to the role of Co-Head of Research from Research Leader after 2 months of joining.

CERTIFICATIONS

- **Accounting for Managers**, *LinkedIn Learning*
- **Inclusive Leadership**, *LinkedIn Learning*
- **Leadership Fundamentals**, *LinkedIn Learning*
- **Leadership Practical Skills**, *LinkedIn Learning*
- **Managing a Diverse Team**, *LinkedIn Learning*
- **Transformational Leadership**, *LinkedIn Learning*

SKILLS & INTERESTS

Technical Skills: Microsoft Excel; Word; PowerPoint, Teams.

Interests: Sports; Esports (Valorant, CS:GO, Overwatch, Marvel Rivals); TV Shows; Novels; Formula 1.