

# ARJUN MENON

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## EDUCATION

**Henley Business School, University of Reading | Reading, United Kingdom**

**Sept. 2022 – July 2025**

**BSc, Business Management – Graduated**

**Achieved 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**

- Represented the university at open days and recruitment events, delivering presentations and providing information to prospective students and parents.
- Assisted in planning and coordinating campus tours, orientations, and events to ensure smooth operations.
- Maintained accurate attendance and engagement records, supporting evaluation of event success.
- Developed strong interpersonal and communication skills through engagement with diverse stakeholders.

**Social Media Marketing Intern | Paragon Digital Services (Dentsu), Chennai, India**

**Jul. 2020 – Jul. 2020**

- Managed and optimized social media campaigns using Google AdSense, Facebook Business Manager, and Instagram Insights to enhance engagement and reach.
- Analysed social media performance data and prepared reports with actionable insights to improve campaign outcomes.
- Contributed innovative ideas for marketing strategies and promotional content to increase brand visibility.

## VOLUNTARY EXPERIENCES

**Researcher | Sanitation and Hygiene Awareness/Research Project (SHARP), Mumbai, India**

**Feb. 2021 – May 2022**

- Conducted research and authored blogs on hygiene practices published on SHARP’s official platform.
- Organised and participated in community outreach drives, coordinating donations and educating rural communities on sanitation.

**Co-Head of Research | A Will To Live (AWTL), Mumbai, India**

**Aug. 2020 – May 2022**

- Led and managed the Research Team, delegating tasks and ensuring timely delivery of research outputs.
- Coordinated recruitment activities, collaborating with senior leadership to expand the team.

## 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:** Event Coordination, Record Management, Email Handling, Excel (Pivot Tables, Charts) and PowerPoint for Presentations.

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