

# ARJUN MENON

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## PROFESSIONAL SUMMARY

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Business Management undergraduate at Henley Business School, University of Reading, with strong academic grounding in marketing, and data analytics. Experienced in student engagement, digital marketing, and research leadership across diverse international settings. Skilled in stakeholder communication, project coordination, and data-driven decision-making. Fluent in English; with basic working knowledge of Spanish and German. Graduate Visa valid until August 2027.

## EDUCATION

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### Henley Business School. University of Reading

September 2022 – July 2025

BSc Business Management

*Reading, United Kingdom*

- Achieved Grade: 2:1
- Student Ambassador:  
Represented the University at campus events and orientations, supported recruitment efforts, and acted as a liaison between students and faculty through Student-Staff Committee meetings.
- Relevant modules:  
Business Data Analytics, Management Accounting, Strategy & International Business, Marketing Essentials, Digital Business, Optimising Marketing Performance.

### Singapore International School

June 2020 – June 2022

IB Diploma

*Mumbai, India*

- Achieved 28/45 points
- Completed the International Award for Young People (IAYP) – 5-week youth development programme.
- Extended Essay (Mathematics): Application of Nash Equilibrium.

### Victorious Kids Educares

May 2015 – May 2020

IB Middle Year Programme

*Pune, India*

- Achieved 47/56 points
- Product Design Project: Designed sustainable children's playground equipment using recycled materials.
- Personal Project: Built a Convolutional Neural Network for dog breed identification.

## WORK EXPERIENCE

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### Student Ambassador

Oct 2022 – July 2025

University of Reading

*Reading, United Kingdom*

- Represented the University at open days, campus tours, and recruitment events, engaging with prospective students and parents.
- Strengthened public speaking and interpersonal skills by addressing groups of 30+ visitors.
- Contributed to improving student experience by providing feedback in Student-Staff Liaison Committees.

### Social Media Marketing Intern

July 2020

Paragon Digital Services (Dentsu)

*Chennai, India*

- Gained hands-on experience with Google AdSense, Facebook Business Manager, and Instagram Insights, learning campaign setup and performance tracking.
- Researched digital marketing trends and competitor activities to support the senior marketing team.
- Developed an understanding of audience targeting, ad performance metrics, and ROI evaluation.

## VOLUNTARY EXPERIENCE

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### Researcher

Feb 2021 – May 2022

Sanitation and Hygiene Awareness/Research Project (SHARP)

Mumbai, India

- 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

August 2020 – May 2022

A Will To Live (AWTL)

Mumbai, India

- 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

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- **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

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- **Technical:** Microsoft Excel, Word, PowerPoint, Teams
- **Core Competencies:** Data Analysis, Market Research, Project Management, Stakeholder Engagement, Leadership & Teamwork
- **Languages:** English (fluent), Hindi (native), Spanish (basic)

## UK RIGHT TO WORK

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Graduate Visa valid until Aug 2027