

Arjun Menon

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Education

University of Reading, Henley Business School Reading, UK
BSc Business Management, 2:1 Sep 2022 - Jul 2025

Relevant Coursework: Business Data Analytics, Management Accounting, Strategy & International Business, Marketing Essentials, Digital Business, Optimising Marketing Performance.

Singapore International School Mumbai, India
IB Diploma, Score: 28/45 Jun 2020 - Jun 2022

Extended Essay: Application of Nash Equilibrium.

Experience

University of Reading Reading, UK
Student Ambassador Oct 2022 - Jul 2025

- Coordinated event coordination and visitor engagement across recruitment cycles.
- Represented the university at open days and recruitment events, engaging prospective students and families.
- Delivered campus tours and presentations to groups of 30+ visitors, consistently receiving positive feedback.
- Contributed student feedback in liaison committees to improve student experience

Paragon Digital Services (Dentsu) Chennai, India
Social Media Marketing Intern Jul 2020

- Assisted the marketing team in campaign setup and performance tracking using Google AdSense and Facebook Business Manager.
- Analysed Instagram Insights to identify top-performing content and timing, and understand audience engagement and campaign effectiveness.
- Researched digital marketing trends and competitor activities to support campaign strategy development.
- Supported audience targeting and ROI evaluation by compiling weekly performance reports on key metrics (CTR, CPC, conversions) across campaigns.

Leadership & Activities

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

- Researched and prepared content supporting the publication of hygiene awareness blogs.
- Authored four published blogs focused on sanitation and hygiene awareness.
- Participated in donation drives, distributing clothes and books to rural communities.

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

- Led and coordinated a volunteer research team of 9 volunteers supporting mental well-being initiatives.
- Collaborated with senior leadership to recruit and onboard research team members.
- Promoted from Research Leader to Co-Head of Research within two months based on performance.

SKILLS & INTERESTS

Analytics & Tools: Excel (VLOOKUP/XLOOKUP, PivotTables, basic charts), Basic Power BI, Basic SQL.

Collaboration: PowerPoint, Word, Teams.

Core Skills: Stakeholder engagement, project coordination, market research, teamwork and communication.

Languages: Global - English, Spanish (basic), German (basic); Regional - Hindi, Malayalam

Interests: Fitness and gym training, marketing trends, international business and community volunteering.