

# Nikhil Shelke

Portfolio / LinkedIn / 9561280118 / a19nikhils@gmail.com / Pune, India

Strategy & Growth, Project Management, Corporate Finance

## PROFILE SUMMARY

Keen business professional graduated from IIMA, specializing in Strategy and growth (worked upon 3+ projects), possesses 4+ diverse skills set which includes Corporate Finance, Agile Methodologies, Data Analytics, and User (UX/UI) Experience Design.

## EDUCATION

MBA (IIMA)	Indian Institute of Management, Ahmedabad	3.04/4.33	CGPA Grades II <sup>nd</sup> Yr	2021
B.Tech (Food.Agril)	Dr.ASCAET, MPKV, Rahuri, Maharashtra	8.58/10	IR 3 & 2 <sup>nd</sup> in Department	2018
Class XII	Laxmanrao Aapte Junior College, Pune, Maharashtra	80.63%	Top 2.5% in State Board	2014
Class X	Malojiraje Vidyalaya, Lonand, Satara, Maharashtra	94.60%	Top 1% in State Board	2012

## WORK EXPERIENCE

AMUL (GCMMF)	CEO's Office Pack8 (Officedeck Technologies Pvt Ltd) Mumbai, India	<ul style="list-style-type: none"> <li>Executive Assistant to CEO facilitating strategy &amp; growth, effe. communication between CEO &amp; stakeholders</li> <li>Formulated 3+ investors Pitch Deck Reports; Ideated new ERP System with Real-time Analytics Dashboards</li> <li>Developed 5+ OKR's &amp; KPIs for MarComm, Sales, Operations Depts driving accountability &amp; performance</li> <li>Performed gap analysis &amp; crafted E-commerce strategy for 250%+ biz growth in domestic &amp; abroad regions</li> <li>Liaised between developer &amp; web-designer for 2+ Projects, Order Mgmt. System &amp; Website development</li> <li>Certified by Google for UX/UI User Experience Design; Completed course on Agile Project Management</li> </ul>	June'23 - Present
	Amul (GCMMF) Sr Executive Sales & Marketing Thane, Mumbai	<ul style="list-style-type: none"> <li>Spearheaded sales tasks of branch Generating 4.5 Cr Revenue: Daily coordination with channel partners</li> <li>Utilized BI, SAP and Core Stocky apps for efficient monitoring of sales, stocks &amp; 10+ growth parameters</li> <li>Indented production mgmt. with 4+ Union Plants; dealt with 22+ distributors for daily product orders</li> <li>Identified market gaps, worked on ground level to improve 18%+ retail penetration &amp; product availability</li> </ul>	June'21 - April'22
	Amul (GCMMF) Summer Internship Marketing Research [ Received PPI ]	<ul style="list-style-type: none"> <li>Studied changing behaviour of millennials for milk-based beverages viz-à-viz carbonated drinks &amp; juices</li> <li>Evaluated product attributes &amp; lead qualitative research on \$5.3 Bn Indian milk-based beverage industry</li> <li>Assessed reasons &amp; conducted primary research via 20+ telephonic interviews &amp; 200+ survey responses</li> <li>Identified, evaluated, reviewed 5+ factors impacting consumer behaviour of millennials in Mumbai region</li> </ul>	April'20 - June'20

## ACADEMICS & LIVE PROJECTS

Nutrition Bars Strategy Project IIMA	<ul style="list-style-type: none"> <li>Analysed value chain for Business Expansion Strategies for 3+ major players in Nutritional Bars segment</li> <li>Planned Go to Market strategy for Nutrition Bars segment; Surveyed 90+ resp. &amp; conducted 5+ FGDs</li> </ul>	2020
Sahyadri Farms Web User Research	<ul style="list-style-type: none"> <li>Performed in-depth user research to evaluate 5+ features &amp; parameters on Sahyadri Retail website</li> <li>Benchmarked 12+ cumulative usability heuristics &amp; parameters to track live use of B2C Retail websites</li> </ul>	2020
Project (Food & Process Engg)	<ul style="list-style-type: none"> <li>Conducted study and investigated the Storage Behaviour of Pomegranate (Punica Granatum L.) Juice</li> <li>Prepared &amp; tested juice for TSS, pH, antioxidant activity &amp; optimized final product for period of 90+ days</li> </ul>	2018

## POSITIONS OF RESPONSIBILITY

IIM A	Coord. Stargazers (The Astronomy Club of IIMA)	<ul style="list-style-type: none"> <li>Recruited &amp; led 40 members team; organized quizzes, created blogposts and managed Rs.42,000 budget</li> <li>Ideated &amp; initiated creation of the Monthly Magazine Voyager garnering 4.95K+ impressions for 3 issues</li> <li>Organizing member of two-day trip to Jaisalmer having total budget of Rs.2.24 lakh and 56 participants</li> </ul>	2020
	Movies & Design Club (MAD)	<ul style="list-style-type: none"> <li>Co-produced Welcome Video for new batch; solely designed thumbnail having 150K+ YouTube views</li> <li>Generated revenue of Rs.15,000 for the MAD club being part of the Digital Design Team of Finomena</li> </ul>	2020
Sports Secretary (SAC)		Organised total 12 games for 225+ students in the Annual Sports Week and handled a budget of Rs.45000	2018
Cultural Event Head		Coordinated with 230+ students for the Ganeshotsav; 1/240 elected and handled budget of Rs.4.5 lakh	2017

## SCHOLASTIC ACHIEVEMENTS

SNBS Scholarship	Received SNBS Scholarship from IIMA of worth INR 1.5 Lakh via maintaining required academic CGPA	2021
Certifications	Certified by Google in Digital Marketing, Data Analytics and in the MS Excel Advanced by Udemy	2020
GATE & SSC Board	Secured national AIR 283 in GATE'19 exam; Ranked 1/154 in school for SSC board, 90+ in 5/6 subjects	2019

## OTHER QUALIFICATIONS AND INTERESTS

National Cadet Corps		• Awarded NCC A, B, C certificates with A Grade; actively participated in two Annual Training Camps (ATCs)			2017
SPORTS	Table Tennis	• Represented in the West-zonal Games as the University Captain of TT in Inter-University Tournament • Gold Medallist in TT games Shaurya'19: National level sports tournament with 20+ college participants			2017
	Chess	• Captained Intercollegiate Chess Team for consecutive years 2016 & 2017; selected among 240+ students			2017
Hobbies		Graphic Designing	Video Editing	Reading	Swimming
📞+91 9423964039		🏠Mumbai, Maharashtra, India		🌐www.linkedin.com/in/nikhil-s-8616b0179	✉a19nikhils@gmail.com