

Career Objective

Detail-oriented professional with a solid foundation backed by 5+ years of hands-on experience. Adept at myriad skills,honed through successful roles at Previous Companies and Current Job. Holds a Electrical Engineering and MBA,providing a strong academic background complemented by practical insights from industry exposure. Proven track record in demonstrating the ability to drive results and contribute to organizational success. Seeking a challenging role to apply my unique blend of technical expertise, strategic thinking, and problem-solving skills. Eager to leverage my Skills or Qualifications To bring value and innovation to your team. Known for Accomplishments ,I am committed to making meaningful contributions in a dynamic and growth-oriented environment. Keen to further develop my skills and contribute to the continued success of organistion. My goal is to excel in a role that allows me to integrate my academic knowledge and professional experience for mutual growth. I am confident in my ability and look forward to being an asset to your esteemed organization.

Work Experience:-

Chegg Subject Matter Expert	Remote Aug 2022 - March 2023
Provided virtual tutoring in Mathematics, physics, delivering clear and accurate explanations to students globally. Successfully addressed academic challenges, fostering critical thinking and problem-solving skills. Communicated complex concepts through written explanations, ensuring comprehensive student understanding. Tailored tutoring approaches to diverse learning styles, optimizing comprehension and academic success. Ensured accurate and high-quality solutions, adhering to Chegg's academic integrity standards.	
Co-Founder and CMO Diginext International	Delhi, India May 2019 - Jun 2022
Spearheaded and coordinated comprehensive marketing activities and policies, developing and implementing strategic initiatives to promote products and services effectively. Managed and inspired a dynamic team of subcontractors and vendors, fostering a collaborative environment focused on creativity and innovation. Oversaw day-to-day operations, ensuring the delivery of high-quality marketing services that consistently met or exceeded client expectations. Conceptualized and executed impactful marketing campaigns, utilizing a data-driven approach to optimize performance. Developed and refined marketing strategies to enhance brand visibility, engagement, and market share. Collaborated with cross-functional teams, including sales, product development, and customer service, to align marketing efforts with overall business objectives. Established clear communication channels to enhance efficiency and ensure a cohesive brand message. Conducted thorough market research and analysis to identify trends, consumer behavior, and competitive landscapes. Utilized insights to inform decision-making, refine marketing strategies, and capitalize on emerging opportunities. Effectively managed marketing budgets, optimizing resource allocation to maximize ROI. Implemented cost-effective strategies without compromising the quality and impact of marketing initiatives. Implemented key performance indicators (KPIs) to measure the success of marketing campaigns. Regularly analyzed and reported on campaign performance, using data to refine strategies and drive continuous improvement. Analysed data from monthly active users and generated insights for marketing and product strategies which improved average social media engagement time by 8x, 30% decrease in drop-off rate and 3x shares on social media	
Torrent Power Junior Executive	Ahemdabad, India Jul 2017 – May 2019
Provide outstanding customer service to residential and commercial clients, addressing inquiries related to electricity services, billing, and technical issues. Effectively resolve customer concerns and complaints, ensuring a high level of customer satisfaction. Collaborate with cross-functional teams, including technical support and billing departments, to expedite issue resolution and enhance overall service delivery. Conduct customer outreach initiatives to educate clients on energy-saving practices and promote company initiatives. Maintain accurate and detailed records of customer interactions and issue resolutions. Implemented a Proactive customer outreach program, resulting in 20% increase in customer awareness of energy saving programs. Excellent verbal and written communication skills, problem solving and decision making abilities. Ability to handle high stress situation with professionalism and composure.	
Times of India Marketing and Sales Internship	Ahemdabad, India Jun 2016 - Aug 2016
Conducted market research to identify trends and consumer preferences in the media industry, contributing valuable insights to the marketing and sales strategy. Assisted in the development and execution of marketing campaigns to promote Times of India products, collaborating with the marketing team to optimize reach and engagement. Supported the sales team in client interactions, including preparation of sales materials, presentations, and communication to enhance brand visibility and attract advertisers. Utilized Excel for data analysis, generating reports to evaluate the performance of marketing and sales initiatives, enabling data-driven decision-making. Contributed to customer engagement efforts, participated in events, and addressed customer inquiries, fostering positive relationships with readers and advertisers.	
Government Engineering University Visting Professor	Palanpur, India Aug 2014 - May 2015
Delivered lectures and conducted workshops in Electric Engineering Department , leveraging expertise to provide students with a comprehensive understanding of key concepts. Collaborated with the university faculty to contribute to curriculum development, ensuring alignment with industry trends and academic standards.	

Provided guidance and mentorship to students, fostering an environment of intellectual curiosity and academic excellence.
Engaged in research activities, contributing to academic publications and staying abreast of the latest developments in the field.
Facilitated connections between academia and industry, organizing guest lectures and industry visits to provide students with real-world insights.
Designed and conducted assessments to evaluate student performance, providing constructive feedback for continuous improvement.
Participated in university and community events, promoting the university's academic reputation and contributing to the broader educational community.

Leak Proof PVT LTD

Industrial Trainee

Palanpur, India
Jul 2013 - May 2014

Evaluated cost-effectiveness, technical feasibility, and stakeholder acceptance to assess and propose sustainability initiatives.
Developed strategies to integrate environmentally responsible practices, contributing to the company's commitment to sustainability.
Collaborated with management to measure, cut, and bend materials, ensuring precise and efficient material processes.
Implemented cost-effective solutions that aligned with sustainability goals while maintaining technical standards.
Worked closely with management to align sustainability goals with organizational objectives.
Provided regular updates on sustainability projects, ensuring transparency and effective communication.

TRIO- TRANSFORMER

Industrial Trainee

Palanpur, India
Jun 2013 - July 2013

Conducted and oversaw the seamless integration of contingency plans, ensuring preparedness for unexpected events and maintaining operational continuity.
Collaborated with cross-functional teams to implement and test contingency measures for various manufacturing scenarios.
Calibrated machines and assembly equipment to maximize productivity and prevent malfunctions, contributing to the overall efficiency of manufacturing processes.
Implemented proactive maintenance schedules and quality checks to ensure equipment operated at peak performance levels.

Education:-

Gujarat Technological University

Ahemdabad,India Master in Bussiness Administration :- Grade - First Class with Distinction
2015-2017

Gujarat Technological University

Bachelour in Electrical Engineering :- Grade - First Class with Distinction

Palanpur ,India
2010 - 2014

Skills:-

Electrical Engineering:

- Power Systems:Analysis, design, and operation expertise.
- Renewable Energy Integration: Integration for enhanced efficiency.
- Control Systems:Design and implementation proficiency.
- Circuitry: Design and analysis skills.

MBA Expertise:

- Strategic Planning:Aligning projects with business goals.
- Financial Analysis:Assessing project viability and resource optimization.
- Project Management:Cross-functional project leadership.
- Market Research: Identifying trends for informed decisions.

Professional Experience:

- Leadership: Team oversight and project coordination.
- Problem-Solving: Resolving complex technical and business challenges.
- Communication:Effective communication with technical and non-technical stakeholders.

Technical Proficiency:

- MATLAB: Power system simulations and modeling.
- AutoCAD/Electrical CAD: Electrical drawings and schematics.
- Data Analysis: Excel for analysis and visualization.
- SAP Knowledge

Continuous Learning:

- Professional Development:*Saying updated with industry advancements.
- Networking: Engaging in professional networks for industry insights.

Business Acumen:

- Market Strategy: eveloping strategies for promoting engineering solutions.
- Cost-Benefit Analysis: Evaluating project and investment viability.