

MAITREE JAIN
MBA Digital Transformation | Batch of 2024-26
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EDUCATION

School of Business Management, NMIMS, Mumbai <i>MBA Digital Transformation (CGPA: Awaited)</i>	2024 - 26
Lakshmi Narain College of Technology, RGPV, Bhopal <i>B. Tech Electronics and Communication Engineering (CGPA: 9.08/10)</i>	2019 - 23
Vatsalya Convent H S School, Bareli <i>Higher Secondary School Certificate (MP State Board: 73%)</i>	2019
Gurukul CBSE School, Bareli <i>Secondary School Certificate (CBSE: 9.60/10)</i>	2017

SUMMER INTERNSHIP

Business Development Intern, Ellementry	Apr 2025 – Jun 2025
• Researched Indian gifting industry and 20+ competitors to design a business plan targeting 3x revenue growth in 3 years	
• Identified 10 high-potential SKUs aligned with tariff-impacted U.S. categories, positioning Ellementry in a \$370B import market	
• Proposed U.S. entry strategy via Amazon & Faire, leveraging product-market fit from top 5 décor categories (35% of Amazon U.S. sales)	
• Partnered with 8 team members and 4 senior stakeholders (COO, CFO, Marketing Head) to refine financial, branding and operations	

CORPORATE PROJECT

Growth & Strategy Consultant Intern, Skill Sapiens	Dec 2024 – Jan 2025
• Designed a Partner Vetting Scorecard and 12-KPI Performance Dashboard, improving partner selection accuracy by 35%	
• Streamlined evaluation processes, reducing turnaround time by 40% and driving a 28% revenue uplift within six months	

ACADEMIC PROJECTS

Product Management and Marketing

- Conducted user segmentation and problem-solution fit analysis to validate feature demand and drive data-backed roadmap decisions
- Prioritized pet-care features using Kano, ATAR, and RCCTO frameworks to select high-viability concepts maximizing customer delight
- Built an MVP prototype in Figma, converting customer insights into a strategic product roadmap that reduced go-to-market risk by 30%

Project Management

- Redesigned the project delivery plan using Agile sprints and Earned Value Management (EVM), reducing projected effort by 33%
- Applied PERT, Gantt Charts, and Risk Register frameworks, safeguarding a 21% profit margin through proactive risk mitigation
- Tracked schedule, cost, and performance KPIs through EVM metrics to enable data-driven control and timely corrective actions

Machine Learning for Data-driven Decision Making

- Analyzed insurance claims data (50K+ records) to identify fraud patterns using EDA, feature engineering, and statistical insights
- Evaluated model performance using business-relevant KPIs (precision, recall, false positives) to optimize fraud detection effectiveness
- Translated analytical findings into actionable risk signals, supporting data-driven claim prioritization and investigation decisions

Business Process Transformation and Intelligent Automation

- Digitized operations of a ₹2 Cr tailoring shop, 32% boost in efficiency, 27% faster order fulfillment, and improved customer satisfaction
- Implemented no-code automation tools (Dorik AI, Calendly, Pipefy, Zapier, Razorpay), achieving 100% online booking adoption
- Mapped AS-IS and TO-BE workflows and defined process KPIs to support scalable operations, visibility, and continuous improvement

ACHIEVEMENTS, CERTIFICATES & SKILLS

Professional Certifications: KPMG certified Lean Six Sigma Green Belt

Tools: Excel (Advanced) | Figma (prototyping) | Google Analytics | Jira | Meta Ads Manager | Python | SQL

Skills: Hypothesis-Driven Problem Solving | Trade-off & Impact Analysis | Business Case Evaluation | Customer Journey Mapping | Value Proposition Design | Operating Model Design | Scalability & Feasibility Analysis | Change Adoption Strategy | Stakeholder Alignment | Structured Communication & Storylining

Frameworks & Methodologies: MECE & Issue Trees | Impact-Effort Analysis | SIPOC | Service Blueprinting | RACI | RAID Logs | KPI & Metrics Design | Adoption & Retention Analysis

Additional Certifications:

- Agile Project Management (Udemy)
- Cyber Security (Cisco)
- Digital Marketing (AzureSkynet)
- Generative AI Business Transformation and Career Growth (IBM)
- Introduction to Financial Ratio Analysis (Udemy)
- Power BI Essential Training (LinkedIn Learning)
- Technology Consulting (Forage)

Creative: Conducted an IoT workshop under the national level Technical Fest, Planet Engineer's- 2020

Social: Active volunteer in RAAHAT welfare club led by LNCT

Interests: Reading tech blogs, Yoga and Traveling