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**ABHYANK SRINET**

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| ACADEMIC QUALIFICATIONS | | | |
| Master’s in Management (MiM) | **ESCP Europe, Paris** | 15.41/20 (**92.6%ile**) | 2014-2016 |
| Bachelors in Technology (B.Tech) | **SRM University, Chennai (India)** | **9.15/10** (CGPA) | 2008-2012 |

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| **ACADEMIC ACHIEVEMENTS** | |
| * **Awarded merit** **scholarship** at ESCP for being among **top 5%** of 800 students|| **GMAT:690** (Q:49/V:35) * **Selected** to work in a specialized team of 30 on the Nano Satellite project- A **crown jewel project** of SRM * **Awarded merit scholarship** at SRM for being among **top 3%** of 200 students for **2 consecutive years** * Among **8 out of 2000** students to be presented with “**President’s Award**” for contributions to the Philatelic club | 2014  2011  2009  2008 |

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| **PROFESSIONAL EXPERIENCE** | | |
| **Founder**  **‘**MiM-Essay.com’ | * **Founded** a website catering to Masters in Management application consulting & essay editing * **Increased** online traffic by 30% through **SEO, link building** & **content marketing** * **Enhanced** site interface, reducing bounce rate by **24%** & boosting return visitors by 35% * Optimized sales funnel via adding lead magnets & trip wires, **increasing** MoM revenue by **25%** * Utilized customer feedback to add new features & **expanded** product portfolio by 20 items | Oct’14  -  Present |
| **Business Excellence Trainee**  Tata Steel Europe  Netherlands | * **Designed** a system dynamics model to allow strategy rehearsal for different scenarios * Conducted literature review & took several interviews to collect & analyze data * **Built** a base model to facilitate decision making & risk management * Gained proficiency in System Dynamics modelling software-Vensim * Received a letter of recommendation for building a strategically aligned base model | June’15  -  Aug’15 |
| **Vice President**  Outgoing exchange  AIESEC ESCP | * **Created** innovative **marketing strategies** to increase brand awareness about AIESEC * **Designed** &editedwritten communication instruments; **boosted** response rate by **40%** * **Led** a team of 10 to brainstorm for cost effective ideas & **manage** client relationships * **Planned** & **implemented** comm. strategies to improve YoY event participation by **80%** * **Delivered** record term results, **improving** sales by **3X** | Sept’14  -  May’15 |
| **Assistant Manager**  Plant Operations  HIL Ltd., Mumbai | * Among **12 of 5000** students selected **nationally** for HIL’s YUVA GET program * **Led** projects to reduce process breakdowns and optimize electrical consumption * **Analyzed** problem areas and implemented strategies; **reduced** breakdowns by **20%** * **Managed** a team of 8 employees to ensure smooth operation of plant processes * **Improved** operational efficiency leading to **savings of over €8000/Annum** | July’12  -  Mar’14 |
| **Summer Intern**  SIEMENS, Delhi | * **Researched** control instruments used in power plants & presented a paper on the same * **Proposed** sales recommendationsforover 20 companies by **analyzing** product expectations | June’11 |
| **Summer Intern**  TATA Power, Delhi | * **Analyzed** raw data and **prepared** a database for the logic building circuit of OMS project * **Researched** the working of power grids and the SCADA system used to control it | June’10 |

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| **POSITIONS OF RESPONSIBILITY** | | |
| **Project Lead**  HIL Depot Revamp Project, India | * **Improved** the infrastructure and layout of the depot; **increased storage space by 50%** * **Streamlined** the inventory management system; **reduced** logistical errors & enhanced efficiency * **Recognized** by upper management for providing **best results** among the 15 participating teams | 2012 |
| **Committee Head**  National level Fest | * **Supervised** a team of 15, to handle parallel execution of over 20 events with a **footfall of** **1000+** * **Spearheaded** the publicity campaign; improved YoY participation by **over 50%** | 2011 |
| **President**  Philatelic Club | * **Pioneered the revival** of the Philatelic Club of Loyola School & **managed** over 80 students * **Organized** **First** city level Philatelic Exhibition; ensured participation of over 10 schools | 2008 |

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| **EXTRA and CO – CURRICULARS** | | | |
| **Competitions** | * **National** | * **1st prize** “Global citizen award” an event testing **awareness** & **creative thinking** | 2012 |
|  | * 2ndrunner up in “Kryptic”, a competition testing **problem solving skills** | 2011 |
| * **Collegiate** | * **2nd prize** in “PLC Star” an IEEE competition testing **logic building** | 2010 |
| **Activities** | * **Archery** * **Adventure** * **Others** | * **National level archer,** playing competitive archery since 12 years * **Won** **4 gold, 7 silver & 3 bronze** in state and district level championships * Attended a 15 day **professional mountaineering course** in India * Participated in a 10 day long **Himalayan Expedition** * **Krav Maga** ||**Boxing||Reading||Video Games** | 2012  2013  2014  2008  2014 |