ARHAM AQEEL
Trichy, India

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EDUCATION

- **National Institute of Technology Tiruchirappalli** — Aug 2022 – Present
  B.Tech in Mechanical Engineering

SKILLS

- **Product Management**: Roadmapping, Prioritization, User Research
- **Analytics**: SQL, Python, Power BI, Google Analytics
- **Growth & Marketing**: SEO, A/B Testing, Ads (Meta, Google, X)
- **UX & Design**: Figma, Canva, User Journey Mapping
- **Project Management**: Notion, Trello, Asana, Agile/Scrum
- **Communication**: Stakeholder Management, Product Specs, Reporting
- **Tech Tools**: Zapier, HubSpot, Firebase, API Integration
- **Programming**: Python, JavaScript, HTML/CSS

EXPERIENCE

- **Product Management Intern, Blink Digital** — Mar 2025 – May 2025
  - Collaborated with marketing and engineering teams to improve ad campaign dashboard usability, increasing client retention by 15%.
  - Defined and tracked key success metrics (CTR, CAC, LTV) using Google Analytics and Power BI dashboards.
  - Led weekly sprints for feature enhancements based on user feedback and A/B testing results.
  - Drafted product requirement documents (PRDs) for campaign automation tools.

- **Product Analyst Intern, Spacecord (Non-Profit)** — Jan 2024 – Apr 2024
  - Analyzed engagement funnels across web and social channels to identify content drop-off points, improving engagement by 60%.
  - Prototyped new student dashboard in Figma based on survey insights from 300+ users.
  - Automated newsletter workflows via Zapier, reducing operational load by 40%.
  - Presented weekly reports to leadership with actionable insights for growth.

- **Sales & Growth Intern, Patrawale Foods** — Dec 2024 – Feb 2025
  - Analyzed customer onboarding journey, identifying friction points that reduced drop-offs by 12%.
  - Contributed to developing CRM-based tracking workflows for 200+ customers.
  - Created feedback loops between marketing and sales for continuous iteration of outreach strategies.

- **Research Intern, IIT Delhi** — May 2025 – Jul 2025
  - Designed and tested prototypes for energy-harvesting systems, coordinating between fabrication and analytics teams.
  - Defined project milestones and managed cross-functional dependencies for testing workflows.
  - Translated complex technical data into clear reports for research leads and sponsors.

PROJECTS

- **Customer Churn Prediction Tool** — Apr 2024 – May 2024
  - Developed a predictive dashboard identifying at-risk users (85% accuracy) and recommended retention strategies.
  - Partnered with mock client team to translate insights into actionable retention flows.

- **Supply Chain Optimization Platform** — May 2024 – Jul 2024
  - Prototyped a logistics optimization dashboard reducing costs by 18%.
  - Defined key metrics for warehouse efficiency and delivery time.

- **MBAJA ATV – PSI Racing Club** — Mar 2023 – Jan 2024
  - Managed a 25-member cross-functional team for end-to-end vehicle design and delivery.
  - Led product roadmap for braking and drivetrain systems, achieving AIR-2 nationally.
  - Balanced trade-offs between cost, performance, and reliability to meet competition deadlines.

LEADERSHIP & INITIATIVES

- **PSI Racing – Brakes Subsystem Lead** — Jan 2023 – Present
  - Owned subsystem roadmap and stakeholder communication across design, analysis, and manufacturing teams.
  - Implemented Agile stand-ups to align weekly tasks and performance metrics.

- **TEDxNITTrichy – Social Media & Ideation** — Jan 2022 – Jan 2025
  - Planned content sprints and managed end-to-end production cycles for TEDx events with 10k+ audience reach.
  - Used engagement analytics to inform storytelling and campaign direction.

EXTRACURRICULAR

- **Public Speaking & Ideation**: Hosted sessions on creativity, innovation, and leadership.
- **Product Thinking Blog**: Writes about user empathy, startup growth, and product-market fit.
- **Volunteering**: Coordinated STEM outreach drives for school students.