

Ayushi Nagar **Mechanical Engineering Indian Institute of Technology Bombay** Email ID: ayushinagar59@gmail.com

13D100025 UG Fourth Year (DD) Female +91-75061 12184

Examination	University	Institute	Year	CPI / %
Graduation	IIT Bombay	IIT Bombay	2017	7.04

- Completed 7 Coursera courses on Financial Analysis, Capital Markets and M&A with average score of 95.4%
- Completed KPMG Six Sigma Green Belt Training and Certification Program

PROFESSIONAL EXPERIENCE

Media and Marketing Intern | Infurnia

[May'16-Jul'16]

Awarded Letter of Recommendation for exemplary performance during the period of internship

- Increased website hits by 8 times through quality content of blogs & Search Engine Optimization techniques
- Implemented social media marketing strategies leading to 250% increase in page likes & 9 fold increase in average daily reach; negotiated with 50+ media channels convincing 5 of them to feature Infurnia pro bono
- Built a financial model estimating total addressable and beachhead market across 8 locations and 4 sectors

Entrepreneurial Experience | Smartee

Venture in merchandise sector to systemize market segment of bulk ordering; transactions worth 1M+ within 10 months

- Underwent a market research to optimize cost & quality followed by centralization to boost revenue by 20%
- Developed **business model** for the firm by **strategic partnerships** with **5 ventures**; reduced costs by 15%

Business Developer | Load-Unload

[Jun'15-Jul'15]

Venture in logistics sector to organize the highly unorganized inter-city freight transportation business

- Optimized cost for GPS trackers by aggregating selective components; reduced costs by 50%
- Provided sustainable ERP solutions by guiding truck fleet owners on tyre, vehicle and cash management

Positions of Responsibility

Community Project Head | National Service Scheme, IIT Bombay

[Apr'15-Mar'16]

Co-headed a two tier team of 250+ volunteers to effect the upliftment of underprivileged sections of society

- Co-headed Open Learning Initiative: YouTube channel with 115+ educational videos in 7 regional languages
- Spearheaded Invisible Human to drive awareness about concerns of labourers and employees in community
- Coordinated Prayog & Muskaan for providing scientific & cultural exposure to indigent children from 10+ NGOs
- Established **Blood Connect**, collaborating with hospitals to manage **blood donation** & **acquisition** for community

Captain | Institute Girls' Volleyball Team

[Jul'14-Present]

Leading a 12 member team to represent IIT-Bombay in Inter-IIT and other tournaments

- Led the team to 1st ever Gold Medal in 50th Inter-IIT by efficient utilization of individual strengths in team
- Organized Institute-wide team trials, playing **pivotal role** in team formation and encouraging interest in sport

KEY PROJECTS

Civic Engagement | Common Purpose, Global Leader Experiences

[Nov'16-Present]

Leadership Development Programme; 100 students from 25+ nationalities working together on a global challenge

- Researched civic engagement through insights from British Petroleum, Siemens, Teach for India & Free A Billion
- Proposed sustainable solution for employment and hunger issues of 194 million undernourished Indians

Modelling of 3D Nuclear Fission Network | Guide - Prof. R. Banerjee

[Jul'16-Nov'16]

- Substantiated 2D model for nuclear fission by mathematical formulation and MATLAB simulations
- Proposed the first ever probabilistic 3D model for controlled nuclear fission based on the base case of 2D model

EMS in India | *Guide* – Prof. N. Rangaraj

[Jul'16-Nov'16]

- Analyzed operating models of private and public EMS providers to estimate market sizes by a structured approach
- Conducted thorough global research of working of EMS model across 7 nations to identify shortcomings in India

EXTRA-CURRICULAR ACTIVITIES

• Gold medal in 50th and Silver medal in 51st Inter-IIT Sports Meet ['14,'16] **Volleyball** • **Gold medals** in Sports Saga and SKREAM, National Level Sports Summits ['16,'17]

• **Gold medal** in General Championship for three consecutive times

['14,'15,'16]

['16] • Received Hostel Special Mention (23 out of 500) for exemplary performance in Sports

['14,'16] • Gold medals in Kho-Kho General Championship ['15]• Secured 6th position in cross country General Championship among 1500+ students

Others

• Participated in E-cell Entrepreneurship Bootcamp'13 and Finance Bootcamp'16 at IIT Bombay