

# Siddhant Singh

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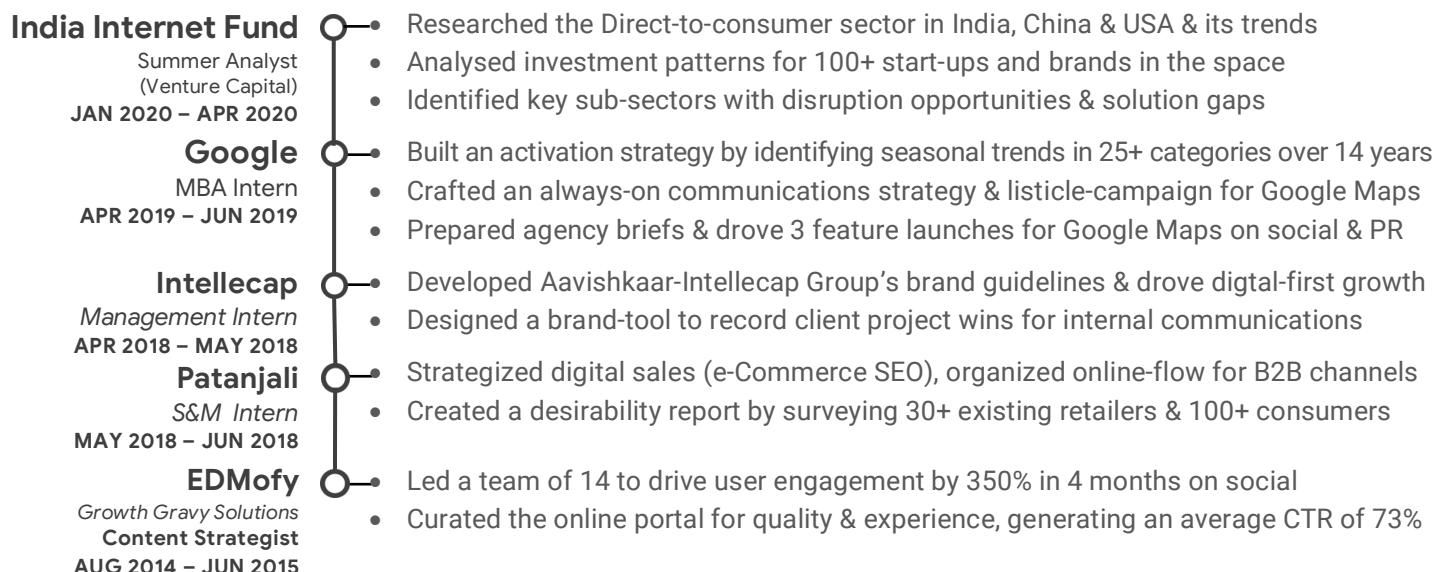
SUMMARY	• MBA, IIM INDORE • NATIONAL WINNER - RPG BLIZZARD & PARLE ASHWAMEDHA	• APMM INTERN, GOOGLE	• BEST ALL-ROUNDER AWARDEE • PROJECTS WITH VOLVO EICHER, VOLKSWAGEN, GOOGLE, HDFC, YOUR-SPACE	• 100+ FREELANCE PROJECTS
SKILLS	• Project Management	• Statistical Modelling	• Road-Mapping	• Communications • Data Analytics
TOOLS	• JIRA	• R Studio	• Power BI • Tableau	• Slack • SQL • Python



## EDUCATION



## Professional Experience



## INDEPENDENT PROJECTS



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## Major Courses

- Product Management • Consumer Behavior • Econometrics • Sampling & Distribution • Strategy Consulting
- Psychology • Leadership Insights • Economics • Optimization • Statistical Modelling • Research Methodology



## Academic & Co-Curricular Achievements

- **National Winner** of RPG Blizzard 2019 and Parle Ashwamedha, awarded **pre-placement interview by RPG Group**
- **National Finalist** of Marico Over the Wall (**Campus Winner**), Enactus (**Regional Winner**), TVS Credit E.P.I.C and Infosys Ingenious
- **Recognized by global head of Google Ad Grants** for successfully strategizing & driving campaigns for Google's non-profit clients
- Achieved **top 5%ile rank (18,000 MBA grads)** & qualified for Nationals of **Ingénious, Infosys Management Consulting**
- Stood **1st in the batch of 96 students** in courses - Principles of Management, Social Media, Algorithms
- Ranked **top 5%ile in Statistics I, Psychology, Organizational Behavior II** & secured **A grade in 15+ courses**
- Selected among **top 20 Global Finalist of the Zurich Enterprise Challenge** by Zurich Insurance, Switzerland
- **Runners Up among 28 teams** in GRMI Case Study & Risk Simulation Challenge at Lady Sri Ram College
- Conducted **research on Pareidolia** (tendency of imagining sound), review by Springer Journal of Psychology
- Awarded the **Best All-Rounder Student accolade** in a batch of 400+ students at The Doon International School
- Scored top 0.5%ile in Language Conventions & Quantitative Reasoning in CBSE Problem Solving Assessment



## Certifications & Tools

- 1-year-long EdX certification in CS50 (Programming in Python, C, Javascript, HTML, SQL) from Harvard University
- Hubspot: Inbound Marketing
- Google Academy: AdWords Fundamentals & Mobile, Analytics, Digital Sales
- Digital Transformation (BCG & Darden B-School)
- Facebook BluePrint E-Learning: Best Brand Practices, Audience Insights



Advanced Proficiency



Intermediate Proficiency



## STUDENT LEADERSHIP POSITIONS

### Senior Member, Mercur-I

IIM Indore's Marketing Club  
MAR 2019 – Present



- Conducted 7 events with 200+ participant teams across 30+ campuses & published quarterly newsletter Maverick

### Recruitment Coordinator

Placement Committee, IIM Indore  
JUL 2018 – FEB 2019



- Part of the team responsible for internships & final placements of 1200+ students, largest batches across IIMs

### Overall Coordinator, Atharv '17

Management, Literary & Cultural Fest  
MAR 2017 – MAR 2018



- Lead a team of 300+, cultivated relations with 43 sponsors, 2500+ attendees & delivered Rs 5L surplus & Rs 35L revenue
- Steered Mahila Shakti (CFL production) & Bank Sakhi (microfinance) projects; grants from KPMG, BlueDart & Mahindra

### Senior Member, Enactus

Global Non-Profit Community  
APR 2016 – APR 2017



- Identified & visualized socio-political trends for 561 news articles of 3 national dailies using Tableau & PowerBI
- Estimated pre-launch failure odds using a logistic regression model on R Studio for a range of launch conditions



## STUDENT INITIATIVES

- Conceptualized **digital & gamified insight generation** for partners in Utsaha, IIM-I's Market Research Fest
- **Founder of IIM-I's undergrad Creativity & Marketing club** & crafted digital strategy for IIM Indore under its Director
- Lead El Amigo, a 15+ member team to **enhance students' psychological well-being & peer counselling**
- **Set up a food outlet specializing in cold-beverages** at IIM-I, generating an ROI of 117% in 3 months



## ACADEMIC & RESEARCH PROJECTS

### Analysis of Media Coverage of Tiger Reserves in India from 2003-13

JAN 2018 – MAR 2018



- Identified & visualized socio-political trends for 561 news articles of 3 national dailies using Tableau & PowerBI

### Space Shuttle Challenger's O-Ring Failure - Risk Analysis

JUL 2017 – SEP 2017



- Estimated pre-launch failure odds using a logistic regression model on R Studio for a range of launch conditions



## EXTRA CURRICULAR INTERESTS

- Author & guest writer for various technology, music & event media outlets (**200+ articles**)
- **Seasoned Debater & MUNner;** Presided over 3 National MUNs; DebSoc Think Tank Member



## HOBBIES



### THRILLER CINEMA



### CODING



### GAMING



### PHOTOGRAPHY



### DIGITAL DESIGN



### CRICKET



### MUSIC PRODUCTION