**Gaurav Sen, CSM®, CSPO®, PMP®.**

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**education**

Northeastern University Boston, USA

Master of Science in Project Management Expected May 2024

**Courses:** Amazon Web Services, Advanced Agile, Quality and Risk Management, Leading and Managing Technical Projects, Business Analysis, Schedule & Cost Planning

**Activities:** President at NU Society of Human Resources Management | Vice President of Social Media and Engagement at Aspiring Product Managers Club | Member of Graduate Student Government | PMI Member

JVM’s Mehta College Mumbai, India

Bachelor of Science in Mass Media and Advertising June 2018 – July 2021

**Courses:** Business Communication, History of Media, Media Buying & Planning, Advertising, Public Relations

**Activities:** Public Relations Head and Host for [AARSH THE MEDIA FEST] | Attained the 2nd place with silver medal in digital marketing management case study competition.

**work experience**

**Guyana Economic Development Trust**  Boston, MA

Project Manager-Business Scaling April 2024 – Present

* Initiated the business case analysis, researching and defining the scope to develop four distinct business expansion models tailored to the needs of sponsor in developing third world countries.
* Directed a project team of six in the R&D of expansion strategies, conducting rigorous research and data analysis to identify 10 target countries with populations around **2 million** for initial expansion.
* Successfully aligned project outcomes with stakeholder and sponsor expectations by delivering a comprehensive scaling plan, underpinned by detailed research and robust business analysis.
* Proposed innovative expansion strategies focusing on business development, customer relationships, partnerships, joint ventures, designed to enhance GEDT's impact and operational reach to over 10 countries in first year of expansion.

**Light Matter Media llp**  Mumbai, India

Digital Marketing-Project Manager July 2021 – August 2022

* Developed a strategy for transitioning the company’s internal processes from a traditional model to a Centralized-hybrid management model through the integration of digital transformation tools and implemented ‘**SaaS**’ cloud services to enhance the company's infrastructure.
* Spearheaded a Website Development & Global Market Capture project with B2B carousel ads campaigns targeting global market expansion of retailers and distributors for ‘Sydler Remedies’ brand ‘Eazol India’; contributed to a **40%** increase in revenue for the financial year **2021-2022**.
* Led the prototype project of Eazol India's website, enhancing user experience and interaction; achieved a 30% increase in online engagement.
* Revitalized Eazol India's market presence & enhanced Brand Strategy, achieving a **50%** growth in social media followers and a 35% increase in audience engagement.

Digital Marketing Strategist/Analyst January 2020 – July 2021

* Executed a digital marketing campaign for event promotion at Global level of Mexico LACS2022 Chemical Expo, using A/B testing method resulting in a 60% increase in event registrations and followers, significantly boosting Shastra Chemicals' global presence.
* Orchestrated an advertising campaign for clients and local businesses with engaging social media content and influencer collaborations, fulfilling stakeholder requirements and growing digital presence, which led to a 60% revenue growth financial year 2021.
* Utilized various analytics tools like Facebook Studio and Google Analytics, AdWords, Data Visualization to track campaign performances, and enhancing content quality, and increasing audience engagement, contributing to a high-level clarity and estimation in future projects

**Eureka outsourcing solution** Mumbai, India

Customer Success Manager August 2018 – August 2019

* Demonstrated exceptional communication skills by promptly responding to customer inquiries tickets via phone, email, and live chat, resulting in a **95%** customer satisfaction rating.
* Utilized comprehensive product knowledge to address customer concerns, troubleshoot issues, and provide accurate information, leading to a **20%** decrease in escalated cases.
* Adapted quickly to changes in company policies, procedures, and technology systems, ensuring seamless service delivery and maintaining a high level of customer satisfaction.
* Provided thorough and accurate documentation of customer interactions, feedback, and resolutions using CRM software, facilitating knowledge sharing and continuous improvement initiatives.

**skills, Tools, and Achievements**

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| --- | --- | --- |
| **Skills** | **Tools** | **Certifications** |
| Project, Program & Portfolio Management | MS Project & MS Excel | Project Management Professional |
| Project Evaluation | Jira, Trello, Confluence, Mural | CSM |
| Risk Analysis & Consulting | CRM & Mailchimp | CSPO |
| Business Analysis, Customer Relations | Power BI & Data Visualizations | Business Analysis by Microsoft |
| SEO, Prototyping, Designing | Figma, Adobe Suite, Lucid Chart | Diploma in Digital Marketing/UI-UX |
| Investment Analysis, Corporate Finance | Financial Modeling, Private Equity, Risk Assessment | CFI Professional Certificate |

**ACADEMIC PROJECTS**

**Atlantic HealthCare Management- Scrum Master** Boston, MA-March 2023

Project Description: To elevate Atlantic Healthcare Management's digital presence by leading an Agile team in the rapid development and deployment of enhanced website functionalities, improving customer interaction and e-commerce experiences.

* Leveraged Jira to streamline Agile processes, enabling the team to implement features such as "Add to Cart," "Purchase," and "Appointment Booking" within budget and time constraints.
* Collaborated with stakeholders to revitalize the website's theme, significantly improving user engagement and retention rates.
* Top of Form

**Harvard Business Publishing-Simulation Project** Boston, MA-May 2023

Project Description: As the Senior Project Manager, I guided Delphi Printers & Peripherals through a high-stakes product development cycle, demonstrating adept resource management and strategic planning to introduce a competitive consumer printer.

* Developed the design of a Level 3 consumer printer, achieving a top project scope score (200/200) and managing a four-week extension to perfect the product.