**Gaurav Sen**

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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**

**Light Matter Media llp**  Mumbai, India

Digital-Project Manager [Know more](https://lightmattermedia.in/) July 2021 – August 2022

* Developed a strategic plan for transitioning the company’s work processes from a traditional model to a modernized and hybrid management model through the integration of digital transformation tools and implemented 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 social media Strategy, achieving a **50%** growth in social media followers and a **35%** increase in audience engagement.

Digital Strategist/Analyst January 2020 – July 2021

* Executed a digital marketing campaign for event at 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.
* Promoted Legends Sports League: Orchestrated an advertising campaign with engaging social media content and influencer collaborations, achieving **40,000** reaches and **5,000** registrations, which led to a **40%** revenue growth.
* Data-Driven Performance Analysis: Utilized various analytics tools like Facebook Studio and Google Analytics, enhancing campaign performances, improving content quality, and increasing audience engagement, contributing to a revenue growth of approximately **$30,000** USD.

**Eureka outsourcing solution** Mumbai, India

Customer Relations 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. Received multiple accolades and recognitions from supervisors and peers for consistently delivering exceptional customer service and exceeding performance targets.

**skills, Tools, and Achievements**

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| --- | --- | --- |
| **Skills** | **Tools** | **Certifications** |
| Program & Portfolio Management | MS Project & MS Excel | Certified Project Management Professional |
| Project Evaluation | Jira & Trello | CSM |
| Risk Analysis & Consulting | CRM & Mailchimp | CSPO |
| Business Analysis/Customer Relations | Power BI & Data Visualizations | Business Analysis by Microsoft |

**ACADEMIC PROJECTS**

ACME MEDICAL IMAGING CASE STUDY Boston, USA

Technical Project Manager- [Project Link](https://drive.google.com/drive/folders/1NA9hIv-8BPFFvtGhqu8KoR-ZCTEnErPO?usp=sharing) March 2023

Project Description: Acme Medical Imaging's development of a WIMAX-compliant product, navigating through strategic, organizational, and technical challenges to maintain competitive advantage in the high-throughput medical imaging transmission market.

* Revitalized project management practices to counteract engineering-centric culture, prioritizing customer-centric development, and formalized product processes to enhance project outcomes and market alignment.
* Championed cross-functional team collaboration and effective communication strategies to address siloed operations, resulting in the successful launch of a cost-efficient WIMAX product within a tight two-month deadline.

Atlantic HealthCare Management Boston, USA

Scrum Master- [Project link](https://sengaurav2206.wixsite.com/atlantichealthcare) 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, USA

Senior Project Manager- [Project link](https://drive.google.com/drive/folders/1QZjLjZKUPhrXFw34qRGEgCo2MmRlRWEM?usp=sharing) 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.
* Controlled project costs, finalizing at $56,010, and maintained high team morale, directly influencing the product's market readiness to challenge a competitor's launch.