

**SHIVANI SINGH**

B.E. (Hons.) Electrical and Electronics Engineering

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CGPA: 8.464

ACADEMIC DETAILS

COURSE	SPECIALIZATION	INSTITUTE/COLLEGE	BOARD/UNIVERSITY	% CGPA	YEAR
XII	Science	J.B Academy, Faizabad	CBSE	94.2	2014
X	General	J.B Academy, Faizabad	CBSE	95	2012

ELECTIVES/TECHNICAL PROFICIENCY

Electives	Effective Public Speaking, Fundamentals of Finance, Financial Risk Analysis and Management, Financial Management
Languages	C++, C, R, MASM
Software Proficiency	MATLAB, CADENCE Virtuoso, Proteus, LT SPICE, Microsoft Excel and PowerPoint

INTERNSHIP EXPERIENCE**Product Design Engineer, Funkskool Goa****May 2017 – July 2017**Funkskool is Indian market leader in toy manufacturing company, promoted by **MRF Ltd and Hasbro INC**

- Designed a **Smart Crib with Bluetooth connectivity** as Funkskool's entry product in Smart toy domain
- Reduced circuit design costs by **75%** for 'E-Match it' and extended block matching options from **'4' to '16'**
- Improved product **manufacturing efficiency by 40%** for 'Clip Clop Cowboy' by PCB error detection using image processing in MATLAB and identifying circuit design errors

Data Analytics and Research Intern, Center for Policy Research New Delhi**Dec 2016 – Jan 2017**CPR is one of **India's top 5 think tank** and is recognized by Indian Council of Social Science Research

- Analyzed the geographical and legal data for Land acquisitions for **~14000 cases** and researched land acquisition specifically in Schedule Tribe Areas. My analysis also led to significant insights and revelations in the information gap that exists in the system related to **PSU acquired land across India**.

Indian Political Action Committee , Lucknow**May 2016 – July 2016**IPAC is India's first cross party political consulting firm headed by **Mr.Prashant Kishor**

- Selected to be a part of the core team that planned Congress's launch event for **60,000 people** designing a registration process, mapping the event, content development and artist management.
- Analyzed UP's political landscape as part of research team by developing a multi-level face to face survey to be carried out in **822 development blocks of U.P**

PROJECTS**Business Analysis and Valuation of key players in Telecom Industry under Prof Saurabh Chaddha****August 2017 – December 2017**

- Project entails Discounted Cash Flow Valuation, Relative Valuation and Fundamental Analysis of Reliance Communications and Bharti Airtel.

Prediction of stock price movement of FMCG stocks based on sentiment analysis**November 2016 – January 2018**

- Studying the relation between sentiments generated by 'Open happiness Advertisement Campaign' for Coco-Cola by analyzing data collected from twitter using linear regression.
- A **strong correlation of 0.78** was obtained

RAM Tester**January 2017 – April 2018**

- : Designed a RAM tester using 8086 microprocessor and used it to test **6116 and 62556 RAM chips**
- Interfaced it with a **8255** (Programmable Peripheral Interface) and **LM020L** (Alphanumeric LCD Display) and stimulated in Proteus 8.1.

POSITION OF RESPONSIBILITY**President, BITS Pilani Consulting Club****January 2018 – Present**

- Leading a **50 member team** and moderating strategy and business discussions, case solving sessions and stimulations
- Collaborated with **IIM A Consult Club** and **IIM B Marketing Club** to launch mentorship program for pre final year students
- Organized the first case competition on campus in **collaboration with ZS** and a Case Workshop in collaboration with a **Hungarian firm, 'Case Solvers'** - led to **100% y-o-y increase** in number of events and participation through better awareness
- Launched a Guest Lecture Series inviting prominent strategy stakeholders in companies and consulting firms to increase awareness about consulting careers

Head , Live Case Team at BITS Pilani Consulting Club**August 2017 – Present**

- Liased with a startups and companies by floating live case project – **3X increase** from the past 2 years.

- Designed a market entry strategy for a leading Edu-tech company in Corporate Training Domain in Indian Markets
- Lead a team of 12 to build online and offline marketing strategy and price-point survey for a luxury oil startup.

Consultant , 180 Degrees Consulting

August 2017 – Present

- Designed a online branding strategy for a go-green startup and competitor analysis for a Electronic Braille startup in South Africa

ACHIEVEMENTS AND AWARDS

- Awarded the title of '**Junior Scientist**' and presented my project before a panel of esteemed scientists in **17th National Children's Science Congress, Ahmedabad.**
- **Uttar Pradesh Sangeet Natak Akademi** award winner in Hindustani Classical Music category.

EXTRA CURRICULAR ACTIVITIES

- Selected as a Delegate to represent India at '**World Business Dialogue**', **2018** in Cologne, Germany and worked with a team of 6 international professionals to build a digitization strategy for **OSCAR Gmbh – 'Europe's largest graduate consulting firm.**
- Pitched in as an external consultant for strategizing '**Campaign for Acid Sale Regulation- C.A.R.E**', expanded the reach to **~1700 people** and gathered support from **TVF and Shashi Tharoor**
- Selected as **1 of 60 yattris** for Good Governance Yatra, 2017 organized by Vision India Foundation.
- Awarded Junior Diploma and completed four years of professional training in Hindustani Classical Music from Prayag Sangeet Samiti, Allahabad and **received distinction in 2 consecutive years.**
- Member of sponsorship team of TEDXBITSPILANI 2016.
- Senior Core Member of Wall Street Club, BITS Pilani

