Sukul Bagai

Business Management | 2019-21

Degree	Board	Institute	% / CGPA	Year
B. Tech (Computer Science)	Manipal University	Manipal Institute of Technology, Manipal	8.07 / 10	2017
Class XII	CBSE	St. Columba's School, New Delhi	92.6%	2013
Class X	CBSE	St. Columba's School, New Delhi	10 / 10	2011

WORK EXPERIENCE (21 months)

Software Development Engineer IN Mobile Marketing & Deals — **AMAZON DEVELOPMENT CENTRE** — **Aug 2017 – May 2019**

Customer Acquisition
- Increased organic **app installs** by **15%** through automation of behaviour-based **customer targeting**
- Boosted **customer conversion** by **41%** via **product integrations** in marketing communication
- Targeted **0.5 million customers** daily using push notifications for **expanding signed-in user base**
- Reached customer base of **10 million** weekly by setting up campaigns as part of mobile marketing

Engagement Campaigns
- Automated **deal** recommendations to customers for **Amazon India Diwali Sale** on multiple channels
- Achieved **clickthrough of 23.5%** and **opt-out of only 0.006%** in recommendation emails to customers
- Escalated **order rate** by **390%** for targeted customers through personalised push communication
- Enhanced **customer engagement** by **116 bps** by means of a new feature launch **worldwide**

Process Efficiency Improvements
- Improved **hardware utilization** by **32%** pts through better understanding of team's requirement
- Identified and implemented solution to support **50% more** outgoing **SMS traffic** to customers
- **Optimised** query time by **70%** through collaboration with external partner to remodel components
- Saved **96 hours** of **manual effort** every sale wave by automating bulk movement of deals

Achievements
- Among the **top 10** entries that presented a **Thing Big idea** to a panel of Amazon directors
- **Influenced decision making** by proving effectiveness of initiative through analysis of data
- Consistently rated high on **ownership** & **customer obsession** by superiors, peers & Marketing team
- Responsible for **addressing stakeholders** & consolidation of assets during closure of team services
- **Coached an intern who received a PPO** and conducted design & code reviews for a senior colleague

POSITIONS OF RESPONSIBILITY

Technical Head *IECSE Manipal* — 2016
- Recruited and **led 120** members from a pool of **600 applicants** to **host 30 events**
- **Tripled participation** in a weekly event by reforming the marketing & publicity strategy
- Hosted an **online event** with participation from **27 countries** having signup-login ratio **>90%**
- Led a **marketing campaign** gathering **800+ membership sign-ups** for yearly events
- Part of team that brought in sponsorship worth **₹5L** from national players like IBM & Tata Steel

Coordinator *TechTatva* — 2015
- Led a team of **10** organizers and **60** volunteers to host **5** computer science related events
- Conceptualised & managed events having combined online & offline **participation of 1900**
- Handled **Publicity & Public Relations** for category during the runtime of the fest

Contributor *FOSSEE* — 2015
- **Collaborated with IIT Bombay** to develop **40** open-source image processing toolbox functions
- Enhanced **user interface** & improved performance by 20%; **offered internship** as an outcome

INTERNSHIPS

Amazon — 2017
- Collaborated with **marketing** & **product imaging** teams to develop new feature worldwide
- Identified scope for & engineered **localisation** based on customer's **demographic preferences**
- Performed successful migration of **40% worldwide Amazon Brand Stores** onto new platform
- **Received PPO** after 6-month internship and joined back company as a full-time employee

Microsoft — 2016
- Built Machine Learning model to predict SLA hits/misses in **108 seconds with 96.9% precision**
- Achieved **97.6%** accuracy in ML model to **predict** type of **bottleneck** on **BizTalk Server**
- **Won Microsoft Data Science challenge** by predicting **customer engagement with Bing ads**

EXTRA CURRICULAR ACHIEVEMENTS

Competitions
- Secured first position in Online Coding, as part of event Prometheus out of 77 participants — 2017
- **Winner** in university and ranked among top **120** teams **nationwide** in ACM ICPC Chennai — 2016
- Secured first position in two events (170 + 240 participants) in National Technical fest — 2016
- **Winner** in university and ranked among top **250** teams **nationwide** in ACM ICPC Gwalior — 2014

Social work
- Responsible for **end-to-end content development** in program for 15 underprivileged students — 2019
- **Designed session** for imparting basic Java programming knowledge to Class 9 & 10 students — 2019
- Member of **Toastmasters International Club** XLRI, dedicated to personality development — 2019
- **Coached & tutored** class of 10 underprivileged children from **urban slums** as part of U&I — 2019
- Went **door-to-door** collecting funds for U&I during festive season as a volunteer — 2018

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