Anirudh Sharma

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ACADEMIC QUALIFICATIONS

Year	Degree/Certificate	Institute	CPI/%
2020 - Present	B.Tech - Chemical Engineering	Indian Institute of Technology Kanpur	7.7/10
2020	CBSE(XII)	Modern Vidya Niketan	94%
2018	CBSE(X)	Modern Delhi Public School	96.4%

WORK EXPERIENCE

Quantitative Analyst Intern | Futures First
May'23- July'23

Objective	• Analyze crucial economic indicators like **unemployment, CPI, PCE, GDP, ISM, NFP,** etc. for USA, UK, and Eurozone • Research & analyze the strategic manipulation of bank rates by central banks to tackle potential economic slowdown
Approach	• Leveraged historical data to plot **yield curves** for Eurodollar futures contracts and gain insights into market dynamics • Carried out a comprehensive analysis of **fifty-plus** macro indicators against interest rates & the **LIBOR** Term Structure • Identified potentially profitable trade opportunities by detecting and capitalizing on mispricing of **Eurodollar Futures**
Impact	• Forecasted LIBOR rates of different maturities using different interest rate models-**Vasicek, CIR, Hull-White** and **HJM** • Generated data-driven **trade signals** and **forward yield curves** to analyze effectiveness using **MS-Excel** and **Python**

Product Management Intern | Faburn
Jan'23- Feb'23

Objective	• Perform targeted **market research** within the college & corporate based custom clothing industry to drive expansion
Approach	• Utilized surveys, competitor analysis, and industry reports and harnessed **Google Analytics** for web data insights • Conducted market research & created detailed buyer personas for each segment to understand their specific needs • Devised marketing tactics focusing on Campus based marketing, Branding, Ad Campaigns, consistent posting, & trend • Implemented **referral system** that incentivizes existing clients to refer Faburn's services to their peers and colleagues
Impact	• Contributed to **7%** increase in sales for college fest merchandise with **20+ new clients** varying from different colleges

KEY PROJECTS

Product Management | *Doraemon Den Online Bootcamp*
Oct'22- Nov'22

Objective	• Devise targeted feature enhancements on the **Hotstar platform** to foster engagement among **55+ age** user base
Approach	• Developed comprehensive user personas through user research, identifying unique needs of the targeted age group • Conducted in-depth analysis of user pain points to conceptualize an optimized user interface, prominent **iconography**, a voice search feature, and intuitive navigation, resulting in an **enhanced user experience** and heightened engagement. • Prioritized critical challenges, defined measurable KPIs, integrated data APIs, & developed a customized (GTM) plan
Impact	• Crafted a unified platform with curated content, personalised and family-oriented features, elevating user satisfaction • Successfully solved a problem covering a major section of potential users to enhance the overall user engagement

Fundamental Analysis of Stocks | *Finance & Analytics Club IITK*
May'21- July'21

Objective	• Estimate riskfree rate in India using **Moody's rating** to find its default spread & historic returns of Government Bonds
Approach	• Created an **Excel-based** model for the stocks of **HDFC Life Insurance Co Ltd**. for 3 years using Fundamental Analysis • Utilized the model to predict company's P&L, balance sheet & cash flow, offering insights to its financial performance • Determined the Terminal Value using perpetual growth method & included the **buy/sell** call in equity research report
Impact	• Developed the **Discounted Cash Flow** model and analyzed the fundamental data from the last 5 years of the stock

POSITIONS OF RESPONSIBILITY

Organiser - Events | Techkriti
Sep'22 - Mar'23

- Led a 3-tier team responsible for the organization of the fest, and the events associated with it expected to be worth INR **20 million**
- Orchestrated the successful planning of **Techkriti**, the annual Tech Fest drawing **1500+** participants from diverse technical disciplines
- Conceptualized and implemented the new event **MUN** and contacted participants for the conduction of events from different cities

Manager - Hospitality | Inter IIT TechMeet 11.0
Nov'22 - Feb'23

- Spearheaded a team of 35 members and coordinated the process to organize events for **2000+** students participating from **23 IITs**
- Maintained financial & logistical aspects, and arranged funds and **sponsorship** to conduct different events and problem statements
- Curated a diverse array of seminars featuring industry experts, providing participants with practical insights into emerging technologies

EXTRA-CURRICULAR ACTIVITIES

Cultural	• **Inter IIT Cultural Meet 5.0: 3rd** position in dance battle and group dance and overall **3rd** position in all dance events • **Thomso'22**: Secured **3rd** position in the group dance competition, **Footloose** in Thomso, Annual Cult Fest of IIT Roorkee • **Antaragni'21**: Bagged **3rd** position in the group dance competition in **Jitterbug**, Antaragni, Asia's largest cultural Fest
Scholastic	• Worked as a **Subject Matter Expert at Exprto** for mentoring **JEE aspirants** through **interactive videos** and doubt sessions • Received **HSCTSS scholarship** by Haryana Government for outstanding performance in **National Talent Search Exam**
Managerial	• **Head Administration, IAESTE:** Coordinating the process of securing international internships in over 80+ countries, for 150+ members at the IITK chapter and acted as a primary link between the students and the national committee • **Secretary, Udghosh:** Contacted 100+ colleges for taking part in different sporting events in annual sports fest, **Udghosh** • **Secretary, Dance Club:** Co-organised various events and workshops and choreographed dance sequences for freshers