Sanyam Agarwal

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EDUCATION

2025	ECE at **Thapar Institute of Engineering and Technology, Patiala**	[7.68]
2021	Class 12th CBSE at **Montfort School, Roorkee**	[95.6 %]
2019	Class 10th CBSE at **Montfort School, Roorkee**	[95.1 %]

EXPERIENCE

Solutions Consultant Intern, Procol   Jan 2025 - Jun 2025

  Gurugram, Haryana

– Optimized HubSpot CRM operations for 40,000+ enterprise contacts, improving data quality and increasing outreach conversion rates for the sales pipeline.

– Led discovery sessions with 50+ potential clients to diagnose procurement inefficiencies, directly contributing to a 25% improvement in qualified lead generation.

– Analyzed procurement workflows across multiple industries, identifying key bottlenecks and enabling the sales team to customize product positioning for higher close rates.

Research Intern at IIT Roorkee, ECE Department   Jun 2023 - Jul 2023

  IoT Based Soil and Weather Monitoring System

– Engineered and prototyped PCB modules, leveraging data collection and analysis from diverse field nodes to derive actionable insights for enhanced system performance.

– Directed research to identify key crop yield factors, providing data for predictive models.

– Applied linear regression models to analyze data and forecast crop yield, leading to a significant 20% improvement in predictive accuracy and enhancing overall forecasting precision.

PROJECT

Smart Inventory Management System, Capstone Project   Aug 2024 - Dec 2024

– Built an embedded inventory monitoring solution using YOLOv8 on PYNQ-Z2 (FPGA) and ESP32-CAMs, enabling real-time, offline object detection and shelf-level stock analysis.

– Engineered and implemented a Flask-based local alert system that automated stock threshold notifications, improving response time to critical inventory events.

– Assisted in debugging inventory counting logic and optimizing system integration for seamless performance across hardware and software modules.

POSITIONS OF RESPONSIBILITY

Marketing Head at Thapar Food Festival, Patiala   Aug 2022 - Nov 2023

– Led a marketing team through market research and strategic planning, successfully building partnerships with over 55 brands for the festival.

– Raised over 1.5 lakh through sponsorships and in-kind contributions by developing relationships with local and corporate partners.

– Conducted marketing workshops for 120+ students, teaching practical techniques for campaign analysis and performance tracking.

TECHNICAL AND ANALYTICAL SKILLS

Data & Analytics: SQL, Python (Pandas, NumPy, Regression), MS Excel (Pivot, VBA), Power BI
Tools: HubSpot CRM, Figma, MATLAB, Flask
Other Skills: Market Research, Process Optimization, Client Engagement, Business Case Analysis